

# GreenBuilt Tours:



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How to  
Organize a  
Successful Tour  
of Sustainable  
Architecture





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# Introduction

Homeowners are more interested than ever in learning about energy conservation methods that are practical and effective. Green building programs springing up across the country are also increasing awareness of new building technologies that enhance efficiency, health, comfort, safety and beauty. People want to know more.

We have found that a tour of open houses demonstrating these technologies is a powerful way to disseminate this information. Visitors

enjoy seeing what their neighbors have accomplished in their homes and appreciate the opportunity to ask questions of the homeowners, the builders and the architects and get real world answers about what works. This hands on approach—being able to experience the reality of energy and resource efficient building—promotes its use by other homeowners probably much more than many hours of workshops or reading books ever could. There is no one specific “green built home.” However, each home can be energy and resource efficient in its own way. Tours offer an opportunity to see a range of building technologies and designs for all sizes of homes. Faced with the loveliness and natural comfort of these homes, tour visitors leave inspired, recognizing that building this way just makes sense.

If your organization would like to encourage energy efficiency and green building in your community, we hope you will give serious consideration to the production of a Green Built Tour. Since 1998, we have been organizing Green Built Tours with funding from the US Department of Energy. We have found them to be very effective in motivating other homeowners to incorporate some of the energy and resource efficiency methods demonstrated in the homes they tour. This manual provides you with the tools you need to create a similar tour in your hometown, step by step.

The basic design of these tours includes visitors’ traveling from site to site on their own, with the buildings being open during one day for about six hours, hosted by the

owner, builder and/or architect. There are other tour designs, of course, and some comments about alternative organization will be mentioned throughout this manual. But the assumption is that you will be producing a Green Built Tour based on this model.

We have found a successful tour will require at least three months’ advance preparation. The production will need full time effort in spurts and only part time during other

weeks. At left is an actual time line from one of our tour productions that will give you some idea of the scope of planning necessary.

You will find many useful hints and forms and layouts within this manual to make your job much easier. Some of the forms can be used as is and are provided in hard copy for you to remove and reproduce. Other forms throughout the manual and in the Appendices can be used as models for your own creations. This manual also comes with a CD, which reproduces the entire manual with the reproducible documents found in the Appendices, and also includes interactive documents for you to use as templates. Some of these documents will require a Macintosh environment and Quark Xpress software to customize. You actually get the benefit of our years’ worth of trial and error. You get to start out with our best recommendations and avoid the pitfalls we experienced. So you should have lots of fun. We strongly urge you to create a team who will generate excitement for this concept and go for it.

Here’s to a successful tour in your town...

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## Earth Day 2002 Home Tour Schedule/Deadlines

Month	Date	Task
JANUARY	Wks 1,2	Secure partnerships
	16	Invitation to nominate sites goes in mail
	17	Flyer to AE for copy for Home Show
	Wks 3,4	Secure sponsors, advertising
FEBRUARY	Wk 1	Secure retail outlets for guidebook distribution
	13	Site nomination deadline
	14	Partner meeting to plot on map; PR campaign
	15-21	Selection committee visits sites
	22	Site selection deadline; mail letters of acceptance/rejection
MARCH	28	Tour web sites posted with photos, partner logos
	1	Forms/photos due from builders, homeowners, etc.
	4-8	Guidebook editing
	8	Formatted sponsor pages, advertisements due
	11-18	Guidebook layout
	19	Proof guidebook
	20-22	Print guidebook
APRIL	Wk of 25	Deliver media packets
	Wk 1	PSA's out (radio, TV, calendars)
	4 & 5	Deliver guidebooks to Central Market locations
	8	Guidebooks on sale at Central Market
	4, 11, + 18	Alternative weekly press ads
	14 + 19	Partner 1 daily press ads
	13 + 20	Partner 2 daily press ads
	13 or 20	Garden article
	18	Volunteer orientation, 7 - 8 pm
	19	Volunteer orientation, noon- 1 pm
	20	Live news remote, 6 a.m. - 9 a.m.
	20	TOUR!! 10 a.m. - 5 p.m.



## CHAPTER ONE

# Getting started

Whether you are an individual or you represent an organization, your first step in creating a successful tour will be to find other partners. Partnerships will bring many assets to the production of a tour, including greater access to potential tour sites, additional funds for publications, leveraged PR and marketing, and an expanded network for finding volunteers and for outreach and promotion. Each partner you bring to the table will definitely increase the potential number of visitors on your tour, so the effort involved in securing them is well worth it.

When looking for potential partners, keep in mind that every organization has to ask, “What’s in it for me?” For some, meeting their own internal goals for public education will be the answer. For others, it may be the possibility of increased revenues. Neither answer is wrong or even better than the other. The practical application of the technologies you want to showcase will always depend upon the business sector providing them. Be diverse and remember that ultimately home building is a business. A great tour will embrace partnerships amongst all the key stakeholders, including private and public entities.

### Finding partners

There are some obvious organizations you should approach in any city. These include area non-profits, city and state government entities and local building organizations.

#### *Non-profit organizations*

If you do not represent a local non-profit yourself, we highly recommend joining forces with one as a leading partner or co-producer. In all the US Department of Energy sponsored

Green Built Tours we produced, our first task was to find a non-profit as a partner. We looked for an organization whose mission was complementary to the goals of the tour, one that worked on a local level to increase public awareness of clean energy, energy conservation and green building.

If such an association does not immediately come to mind, think about the various environmental groups in your town. Which ones promote smart growth, recycling, affordable housing or renewable energy? Perhaps there is a group working on heat island mitigation. Are there sustainable building groups or straw bale associations? Is there a local or state chapter of a national non-profit, such as the American Solar Energy Society, Sierra Club or Environmental Defense? By asking around and doing some Internet research, you will be able to talk to several groups and select the one with the best match.

This makes sense on many levels. First, you can offer to make the tour a fund raising event for this non-profit, which will serve to engage their interest. Even more importantly, it leverages your efforts to insure that the goals and objectives of the tour live on in your community well beyond the date of the tour. Depending upon the number of visitors you attract, the event can add anywhere from \$1,000 to \$5,000 to a non-profit budget. Partner with one that finds that amount useful.

Secondly, the non-profit group will provide the key to several steps in the tour production. Most of the volunteers required on the tour day will come from within the ranks of this group. In fact, providing volunteer docents should be part of an upfront agreement between you and the partner. Typically, the non-profit will also have avenues for promotion that would otherwise be

unavailable. Most have electronic e-mail announcement lists that can supply totally free outreach and marketing. Generally a non-profit will also publish a newsletter, which will offer yet another venue for getting the word out. If the group holds public meetings, be sure to arrange for a brief presentation about the tour at one of them and encourage members to get the tour guidebook there. (More on the guidebook later.)

Thirdly, you will be able to negotiate increased media coverage by using what is called a “Public Service Announcement” (PSA) distributed through the non-profit. Media venues will typically support community non-profits by publishing or playing a certain number of free announcements for them. There is no guarantee that yours will be selected; but if you do not have a non-profit entity to work with, you will not even be able to try. (Hints on getting your PSA and other press releases published will be covered in Chapter Four.) In addition, you can make arrangements for the non-profit partner to contract any paid advertising you purchase and thereby take advantage of typical non-profit discounts.

You should not limit yourself to one non-profit organization as potential partners. Any other groups that share a common mission will also be logical folks to engage on some level, even if it is only to utilize their networking capacity for spreading the word. Various partners will bring different assets to the partnership, some seemingly more significant than others; but none will be without value.

### *City and state government entities*

On the municipal level, start with your local utility companies: gas, electric and water. Most utilities have a conservation mission and devote some staff to vital, environmental issues. The real message of the tour is immediate and practical energy efficiency technologies. Providing a forum for showcasing these technologies should be right in line with the utilities’ efforts to educate the public.

(For those of you wondering why the company that sells the resource would want to inform their customers about how to avoid buying their product, remember that many utilities have been mandated by some regulatory organization to do so. It also serves their own goals, since in many instances enough energy or resource conservation will delay the need to build new power and/or treatment plants.)

Some communities are developing “Green Building Programs” within the city, utility or Home Builders Association. If you live in such a city, you have a ready-made partner. This program staff will not only embrace your willingness to do the work of tour production, but will also likely provide the most useful leads to potential tour sites. Make sure you convince the staff of your desire to highlight the very building techniques and concepts

that they spend their workday promoting. Invite them to come on board as another lead partner or co-producer in order to give their program maximum exposure.

Water conservation departments are also extremely likely partners. You can increase the value of your tour by adding some exterior locations that exemplify local “waterwise” landscaping and native plants. Visitors get a two-for-one hit, and you can provide the conservation department with a significant avenue for increasing awareness of their programs. If your city offers rebates and incentives for any of its programs, such as native landscaping or energy efficiency measures, try to include examples of rebate recipients on your tour.

Make an effort to identify the right program manager within the local government or utility structure. If “conservation” or “environmental” is a word in his or her title, you probably have the right person. The right person could also be in the Mayor or City Manager’s Office, or be the County Commissioner. It is important to ask questions and get a sense of who can help you. Call to ask for a face-to-face meeting to present your case most effectively.

NOTE: YOU CAN USE THE POWER POINT PRESENTATION INCLUDED IN THE CD WITH THIS MANUAL TO SHOW A PROFESSIONAL PRODUCTION OF YOUR PROPOSAL.

State entities will also be likely candidates for partnerships. Most states have some equivalent to a State Energy Conservation Office, likely located in the capital city. However, its mission is always state wide, so do not let its headquarters stop you from seeking its support. Again, it is a matter of matching its mission with yours.

There will likely be other coalitions that present potential partnership matches. For instance, clean air initiatives, alternative transportation efforts and renewable energy associations may have an interest in supporting your event.

Every person you talk with should also be asked for additional recommendations for other colleagues to speak with. One great conversation will lead you to another. Even if you think you know every association and environmentalist in town, keep asking for more names.

### *Local building associations*

Getting your area chapter of the Home Builders Association (HBA) on board will be a tremendous boon to your tour. It will give your event immediate credibility within the building community, which may open more doors to potential tour sites. The Green Building initiative within your community may actually lie within the HBA. Or the HBA may have begun to consider green

building workshops and promotion or has local members that use alternative building practices. The tour may be a way to help the HBA meet its objectives. This will further enhance your chances of getting in the door. Most HBA's host their own Parade of Homes, so it is important to make clear the distinction here. Not only are uniquely different homes being chosen for the Green Built Tour, but also many of them will be privately owned, lived in residences. The tour is not primarily a marketing tool for the builders, as the traditional Parade of Homes is. Point out that every builder has an equal opportunity to have a home showcased on the tour, and that generally no one is charged a fee to be included. (Many Parade of Homes are fund raising events for the HBA, including a builder's fee to enter.) The HBA will want to feel confident that their members will have built many of the tour sites in order to justify its participation. One way to insure this occurs is to invite the HBA to send out the notice for site nominations to its entire membership. This will only help your cause and begin to spread the word about the event to a broader audience base. Remember the tour is an opportunity for all builders to participate, custom and production.

If the HBA does house the Green Building Program, it is a natural match. You can easily ask for their support in exchange for printing a full-page promotion about their program in the tour guidebook. You can recommend they take advantage of this space to list their program members. You can also offer to identify their members within the guidebook with their logo or something similar. Every association has marketing money, so your job is to convince them that your tour will provide an excellent tool to achieve their promotional goals as well as your own. If there is no Green Building Program, the HBA may find it wise to begin branding its builders with energy efficiency in the public's mind. A simple tool for doing so would be to become a partner on the Green Built Tour.

Some cities also host alternative building associations, such as a sustainable building coalition or a straw bale association. These entities tend to be under funded, but they offer a wealth of membership connections to exactly the kind of homes you will be seeking out and will frequently have newsletter distribution and electronic lists of interested parties. Their members are also likely to be enthusiastic folks who will be willing to help out on tour day. Connections are as vital to your success as funding, so invite partnerships that will provide each.

### *Public sector partners*

Companies in the business of manufacturing, distributing and utilizing the building technologies that will be highlighted on the tour are also excellent candidates for partners. They have a vested interest in the success of your tour. Many times you can offer space in your guidebook for advertising their products and services. Your interaction with them may be solely to sell an ad. (Please see Chapter Two for more about ads in the guidebook.)

But other companies may see an opportunity to participate as an active partner and create something special around the tour. For instance, many cities have a production builder who is beginning to make energy efficiency a standard part of its design package. These builders deserve to be showcased and recognized, because production builders will do more to move green building into the mainstream than the limited, albeit wonderful, custom homes that are being built one at a time. If a production builder will be having a model home on your tour, they would probably be delighted to have the inside front cover space to brag about what they do. Then perhaps they will send out direct mail pieces to invite more visitors; perhaps they will spend some of their marketing budget to promote the tour on radio and TV. They will likely have marketing personnel who can greatly assist in press releases that get to the right people. Perhaps they will even get enthusiastic enough to set up demonstration tents for their vendors of particularly efficient building materials and equipment and turn their site into a "home fair."

Other business entities that may be interested in being a partner include corporations that want to encourage a sustainable and environmental brand. They want to be good community contributors and have their name associated with a positive, environmental event. The leading health food store is frequently an obvious company to solicit, as well as any retail outlets that carry ecological, healthy lifestyle products. This is also where lending institutions may come in or other companies associated with the sale of homes.

## Selecting a date

There are three critical elements to factor into the decision about when to hold your Green Built Tour: weather, conflicting events and existing celebrations. If you have a crystal ball, that helps, too!

Weather conditions are obviously impossible to guarantee, but you can give full consideration to common patterns in your area during a given season and month. You clearly want to avoid the rainy season, the windy season and really cold weather. Ideally, every tour would occur on a perfectly sunny, 82° day. When are those conditions most likely to be met in your region? The most critical weather element to avoid would be rain, as rain makes mud and mud makes for unhappy homeowners.

Visitors enjoy getting out and about during early spring. And folks also seem to like this type of event in the fall, when thoughts of spending more time back indoors turns their attention to the home environment. Most people will not travel from site to site during cold, snowy or icy weather, so wintertime is pretty much out of the equation. Depending on how hot your area gets, summer can work out okay. However, more people are away on vacation during summer months.

So you are basically left with spring and fall...you and every other event organizer in your town. This is where you will need to find a community calendar. Try your city web site and the Visitor's Bureau. Both will generally have notification of the major events for the year. You should also consider your city's public school and university calendars and avoid scheduling the tour during school breaks. Checking with the more active environmental groups may also be productive in discovering events that the same group of people will likely support. This is where it is helpful to have partners, large or small, to review their calendar dates.

It is highly unlikely that you will find one spring weekend without some event already scheduled. You just have to evaluate how popular the conflicting event may turn out to be in terms of drawing your targeted audience away from the Green Built Tour. Early fall may offer more free weekends, but, of course, you will have to avoid getting too close to the holidays.

The third factor to consider is piggybacking on an already existing local celebration. We found that connecting the Green Built Tour with Earth Day proved to draw much greater media attention and therefore far more promotion of the kind that produces results. Perhaps your town goes all out for Arbor Day. The trick is to play up the environmental connection without conflicting with other public events planned around that holiday. If there is going to be

#### *The question of commercial projects.*

We have experimented with the inclusion of commercial projects on the Green Built Tours we have produced. Our general conclusion is that it is not very successful. By far the greater percentage of visitors is looking for home building ideas and is not interested in how to improve office or retail building efficiency. In fact, the few times we have included commercial buildings, they received embarrassingly few visitors. Our inference from all this is to separate residential from commercial projects into different tours. The commercial tour will likely appeal more strongly to architects and developers, while a home tour appeals to a broader, general audience.

a fund raising walk or marathon, you can probably work around it. But if the whole town will already be at the central park, you have too much tradition to fight against. However, if you can make the tour occur on an adjacent day, you can get the other event's sponsors to do co-promotions with you and get PR coverage for both events. Again, partnerships can make or break the tour.

Select two or three possible dates and run them by your partners. Listen for feedback. Stick to the one with the most consensus.

## Selecting tour sites

### *How to locate them*

Depending on the popularity of green building in your community, your task for selecting the sites to include on your tour will either be searching them out or choosing from among too many. Since not many areas present the latter "problem," we will look first at seeking out sites that do exist.

If you have any sort of green building association or initiative, querying its membership is your obvious first inquiry. If it is a program with staff, they will have a file of leads for you through builders and architects associated with their program. Frequently you can get the staff to mail out notices of the tour to their entire database.

It is also important to attend any meetings being held by any relevant groups. You can announce your intention to hold a tour and ask for recommended sites. Generally folks interested enough to come to meetings will be aware of what is being built on the ground. Follow up on every possible lead, even if it is just a rumor of an idea.

You can also query local distributors of energy efficient building materials and of solar equipment. They will know of builders in your area who are buying their products, which must be going into real buildings somewhere. Frequently homes that incorporate some solar technologies are excellent examples of energy conservation as well, providing multiple interesting elements for visitors to view. Regional artisans may also be useful in providing potential sites where they have worked on unique features; for instance, there may be companies that specialize in stained concrete floors or cabinetry made from local, sustainable wood. You should check for local distributors of tankless water heaters, sustainable lumber, recycled building materials, bamboo flooring and alternative building envelopes such as SIP (structural insulating panel), ICF (insulated concrete form) and aerated concrete block. They will generally be happy to assist your search, since you will be showcasing their product line on the tour. (While you are talking to them, be sure to mention the opportunity to advertise in your guidebook; more on ads in Chapter Two.)

You can also inquire at your regional association for architects, the local AIA. Ask first if they have a Committee on the Environment in their chapter. If so, go directly to the Chair of that committee and discuss which architects may be designing environmentally friendly buildings. If such a committee does not exist, the chapter Executive Director will likely be aware of those members within the association who are designing buildings of interest to the tour. While you are talking to the AIA staff, ask if they would be willing to announce the tour in either their newsletter and/or via their electronic lists. You can make a case for the tour being of educational value to their members.

Another natural ally may be the Home Builders Association. Query the staff for member builders and manufacturers who express interest in energy efficiency and new technologies. As with the AIA, ask about a special interest committee and about their assisting with getting the word out about the tour through their various networks. Many of their members will be interested in learning what other builders are doing that gives them a market edge.



Once you talk with a leading community green builder or architect (or homeowner for that matter), he or she will naturally set you on the path to the next one—if you remember to ask!

### *Using a selection committee*

A few communities will present the opposite challenge from scouting out tour sites: finding too many. In this instance, it is recommended that you achieve as much objectivity as possible by first sending out an invitation to nominate potential tour sites. You can utilize all the various networks mentioned above for searching out sites. A sample letter of invitation and forms to be returned by nominees can be found in the Appendices.

If a home has been nominated by someone other than the homeowner (the builder or architect for instance), especially if it is currently lived in, be sure to talk personally with the homeowner(s). Determine if the homeowner really wants to be on the tour. Listen to the homeowner and have him or her describe the home. Tell the homeowners that the tour does mean people—potentially even hundreds of people—will be in their home.

When you have all the responses in hand, it is imperative to the process that someone visits each of the nominated sites. Using a “Selection Committee” is probably the best avenue. Invite knowledgeable persons who represent your various partners to join the committee, although keeping the number down to three seems to be effective. Ideally, committee members will have some expertise in one or more areas of interest to the tour, such as energy conservation, solar technologies or alternative building methods. Wherever possible, visit each site as a group. Make an appointment to meet the architect, builder and/or homeowner on site for a guided tour. We have found it useful to take digital photos while on site to help the committee in the decision making process. Alternatively, dividing the list of nominated sites among the committee members can also work, but does not provide as much input overall. Utilizing an objective form that rates the sites according to criteria most relevant to your regional tour will provide further, useful analysis. A sample of such a form for rating sites is included with the Appendices.

Once you have made your decisions, communicating with everyone who nominated sites can be crucial to maintaining positive future relations. Send a letter to everyone, either announcing their inclusion on the tour or explaining why their site was not selected. Samples of both letters are also included in the Appendices.

### *Achieving balance*

There are several criteria to evaluate when making your final site selections that should not be ignored wherever possible: geographical considerations; unique building methods; range of costs; stage of construction; homes for sale and lived in homes.

One useful tool is to plot all the nominated sites on a regional map. Clusters of buildings will become obvious, and these can be important. Visitors on your tour will want to spend as little time as possible traveling from one site to the next. If you can offer several site groupings scattered throughout your region, more people will visit them. Even two sites near each other will create more interest than a single building standing alone. Distances away from the center of town can be the sole, objective criteria for inclusion of a nominated site or not. In some instances, however, finding appropriate examples of green building within city limits is more challenging. In these cases, cluster sites in one or two outlying regions that will naturally create sub-tours within your tour.

The purpose of the tour is to showcase as many innovative building technologies as possible. Therefore, a major selection criterion must necessarily be achieving a variety of building envelopes and other building materials. The ideal tour would present examples of straw bale, rammed earth, alternative framing, and alternative building envelopes made of SIP, ICF and aerated concrete block (Rastra, Faswall and Hebel); stained concrete and bamboo flooring; recycled/composite decking; energy and water efficient appliances; rainwater collection systems; alternative siding like metal; PV and solar water heating systems; a variety of engineered, sustainable and recycled materials. Good passive solar design for energy efficiency within the regional climate is essential and should basically be part of nearly every site. It is also helpful to include examples of remodeling projects that been designed with green building technologies. That way, those who will not be building a new home will also find examples of energy conservation applicable to their situation.

Another important element to factor into the selection choice is cost to build. Ideally, models for every budget will be included, from modest, affordable, smaller homes to luxurious, dream homes. All visitors should find inspiration. To some, the inclusion of high end, large homes seems contradictory to green building. However, we think it is vital to reach the audience who will be building these homes regardless. They consume much more energy than the modest home, and therefore need the right information about reducing

*Alternative transportation.* There is always the paradoxical concern about burning so much fossil fuel driving long distances in order to observe energy conserving practices. It is a quandary we have not been able to successfully resolve. Encouraging carpooling is one obvious solution, but facilitating car pools can be a logistical challenge that requires significant time. Perhaps someone in your organization would take this on as his or her volunteer effort to the cause. Making a way to sign up for a group bike tour may also be helpful, depending upon the biker-friendly terrain involved in your tour. Another solution is to create guided bus tours. This can involve considerable expense to lease the vehicles necessary for the day and will limit the number of visitors possible. Each person will have to pay a much higher fee to recoup the rental costs, which will make it harder for some to participate. It also creates a large group all at once when the bus arrives, which can require many more volunteers on site for “crowd control.” When visitors drive themselves to their own chosen sites, the numbers who are at any one location at any given time tends to balance out throughout the day. This makes it easier for the homeowners, architects and builders to give quality attention to those visitors with questions. On the other hand, a tour guide can ride with a bus and give a rolling lecture as it drives from site to site. In a community where the tour will likely be popular, using busing will greatly limit the number of visitors. In a community where green building is fairly unknown and the numbers are more likely to be small anyway, renting buses may be the way to go.

that consumption more than anyone. Their reduction will have more impact on air quality in your community, since that much less electric power will have to be generated.

Including one or two projects that are still under construction can add a fun element to the tour. If the building envelope, especially, is a unique one, its exposure may prove to be more educational than having it already buried under the stucco or siding. A good rule of thumb, however, is that construction must have already begun by the time you are doing your site selection visits. The pace of building can be unpredictable, and visitors' driving to a site to see ground breaking only frustrates everyone. Hopefully in the ensuing three months, the project will be completed to a degree worth visiting.

Finally, try to achieve a balance of homes that are for sale (including production builder models) with homes that are lived in. In fact, we recommend limiting the number of homes on the market to less than 20% where possible. This is one of the biggest distinctions between this type of tour and the typical Parade of Homes, which turns out to be a pleasant surprise for the uninitiated visitor. Most really appreciate having the opportunity to talk with neighbors who live with these new building methods. The residents are the most inspirational element to these tours, because they have nothing to sell, nothing to gain but a sense of satisfaction for contributing to their community and pride in what they have accomplished. The fact that they are willing to have their homes "invaded" by crowds of strangers seems to make visitors pay keen attention to these green building choices. They understand the motive of a builder who wants to sell his product; but this more philanthropic purpose is unexpected by many and therefore more noteworthy in their minds.

## CHAPTER TWO

# Funding sources

As much as we would all like for this to be a totally altruistic effort, real world events require real world funding. To a certain extent, the success of your tour will depend upon the size of your budget. The amount of money you have available to print attractive guidebooks and to buy media promotion will impact the number of visitors who hear about and attend your tour. And unless you are producing the tour as part of your current salaried job, you will need a budget to pay for personnel time. We have found that a well-organized tour can take from three to four months of nearly full time effort. Many volunteers will be needed, but having at least one paid staff person will ensure the many details are attended to in a professional manner. Other line items include tour day supplies, yard signs and acknowledgments for volunteers and homeowners.

SEE SAMPLE BUDGET, A MODEL FOR A WELL-FUNDED TOUR, NEXT PAGE

Additionally, the tour can be used as a fund raising event for the non-profit partnership. In order for this effort to be successful, up front money will be needed to offset expenses and leave the guidebook sales as revenue. Since expenses will have already been met, all the guidebook sales can be “profit.” Having to meet expenses out of tour attendance adds a whole level of pressure to produce ticket sales.

There are basically three avenues for funding a Green Built Tour: securing sponsors, selling advertising in the guidebook and charging admission for the tour.

### Sponsors

Although your sources for each type may come from the same list, there is a subtle yet distinct difference between “partners” and “sponsors.” Partners will be actively participating in the production and promotion of the tour. Sponsors will typically be providing money only. You will obviously want some of each.

When approaching organizations for sponsorship, you will need to be able to provide a clear list of the benefits to them. Sponsors will either be entities that agree with your tour goals and are able to support it from their own budget, or they will be companies that see an advertising opportunity to promote their own product or service by association with the tour.

Some of the public and private entities already discussed as potential partners may turn out to be better sponsor candidates. The conversation is just slightly different. There must be an obvious connection to the purpose of their organization with the purpose of producing the tour, so they will feel their money is being well spent in leveraging their own efforts.

Many corporations are seeking ways to contribute to their community as good corporate citizens. They will find an advantage to being branded with your environmental event. So even though they may provide products and services that are not directly related to the building industry, they may still be good targets.

*Charging builders to host a site.* Many builders are used to being charged to participate in home shows. We do not feel this type of funding revenue allows for an objective selection of tour sites and therefore do not recommend it as a model for a Green Built Tour. It would virtually eliminate the generous homeowner willing to host an open house yet having nothing to gain financially from it. We think that would be a quite loss to the Green Built Tour concept. However, the professionals involved in each of the projects that you do select for inclusion should definitely be approached to buy advertising in the guidebook.

## Budget Summary: Green Built Tour

## A. PERSONNEL: DIRECT LABOR

Project Management:	
Staff time for tour production	5,000
Writer/Editor guidebook	2,500
<b>TOTAL PERSONNEL</b>	<b>\$7,500</b>

## FRINGE BENEFITS (if relevant)

Administrative overhead, employee benefits @ 22%	
<b>TOTAL FRINGE BENEFITS</b>	<b>\$1,650</b>

## SUPPLIES

Tour press/information packets	
25 @ \$2.50	62.50
Volunteer Orientation	100
Tour directional signs on stakes	
35 total to be re-used each tour @ \$35	1,225
Tour day supplies:	
10 ea. hole punch	12
10 ea. guest book binders w/ 15 pages	72
10 ea. cash box	50
1 ea. case bottled water	24
100 pair shoe booties	100
nametag holders	15
Guidebook publication:	
Layout	600
1,500 copies @ \$1.66	2,490
Appreciation gifts	120
<b>TOTAL SUPPLIES</b>	<b>\$6,058.50</b>

## D. OTHER

Computer supplies (ink & paper)	50
Promotion: newspaper/radio advertisements	
layout customization	200
media buy	5,000

<b>TOTAL OTHER</b>	<b>\$5,250</b>
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<b>TOTAL BUDGET</b>	<b>\$20,458.50</b>
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The companies that have an obvious vested interest in the targeted audience that your tour will generate should be approached to be sponsors with a list of sponsor benefits. They will be mainly interested in moving forward their own bottom line, which is not an uncomplimentary goal either. These would include companies that sell building materials and goods for the home (particularly environmentally friendly goods), architectural firms and large building companies themselves, and peripheral industries such as mortgage companies, real estate agents and banks.

Benefits to being a sponsor include any creative way you can think of to promote their name and logo. For instance, we generally limit the number of sponsors to three and provide the color cover pages of the guidebook as opportunities for them to print whatever they would like. Some of the green building initiatives have used the space to list all their builder members. A production builder used the inside front cover for a colorful architectural drawing highlighting all the energy saving devices designed into its homes. If they are government entities, you might invite them to showcase their various programs that deal with energy efficiency, weatherization, water conservation, etc. It provides an excellent opportunity for them to highlight something they provide that is good for the community. You should also show all the places where their name will be listed as a sponsor and all the venues you plan to use for advertising the tour. They are naturally looking for exposure and a good return on their investment.

SEE SAMPLE SPONSORSHIP PROPOSAL NEXT PAGE

You should establish a minimum amount of sponsorship money you will require for an entity to be called a “sponsor.” We have generally worked with twelve hundred to fifteen hundred dollar limits. Otherwise, you can invite these same companies to buy advertising in the guidebook as another source of funds.

## Selling ads in the guidebook

Printing advertising in the tour guidebook actually accomplishes two objectives at once: you will receive much needed funding for production, and the tour visitor will be left with a valuable resource guide for future use. We want to make it easy to find the folks who can help every homeowner do the right thing. Printing ads means you will be providing contact information to the visitors.

Since you can offer a variety of ad sizes, you can approach any company involved in the industry no matter what their advertising budget may be. Simple ads that reproduce their business cards can be an effective way to help the smaller companies. You can go up from there to half and full page ads. These will typically be printed on the inside pages of the guidebook, so they will be black and white. If you have not secured three sponsors, and you will be printing the cover in full color, you can sell color ads to larger companies that have a real marketing budget.

Your regional market will determine the rates you charge for advertising. As a place to start, we have offered business card ads for anywhere from \$75 to \$150 and full-page ads for \$500 to \$750. The color covers have been sold for \$1,200. The following is a sample rate card for a medium sized community. It is designed to print double-sided on card stock trimmed to 4.5” x 8.5”. You will find a template for this rate card on the CD, which you can customize to your specific needs.

SEE AD RATE CARD PAGE 13

## Charging for the tour

Although it is certainly possible to get enough sponsorship money to be able to print 1000’s of guidebooks and not have to charge for entry tickets, there is some funny human quirk that seems to make people believe they need to pay for something with value. We have found that a nominal fee of \$5 per person is low enough to make it feasible for any budget and high enough to be worthwhile as a fund raising effort. Many visitors are used to paying anywhere from \$10 to \$70 for tickets into a home tour. No one has ever balked at a mere \$5. And there may be reason to believe your community would support a higher fee. We also recommend making it clear that children 12 and under are free, but that each adult needs the guidebook as his or her entry pass.

We have always used the guidebook as the ticket for entry so that visitors do not need two items. Since they will have to have a guidebook in hand in order to find the tour locations via the included map and directions, an additional ticket is superfluous. This may mean that one person of a couple or group may arrive at their first site with only one guidebook. It is a simple matter for the volunteer docent at the door to have a supply of additional guidebooks for sale on the spot. (Please refer to Chapter Six for details.)

Distribution of the guidebooks can be a challenge when charging money for them. Some retail outlet needs to be willing to accept cash on your behalf. If the guidebooks were distributed for free, much of that hassle would be eliminated. However, you would be passing up the opportunity to generate as much as \$5,000 for a non-profit mission, which can be truly significant to some.

**Sustainable Living Alliance™**

Creating Sustainable Communities



P.O. Box 33368 • Austin, Texas, 78764-3368

January 18, 2001

**MEMO****TO:** Green Building Program, Home Builders Association of Central New Mexico**FROM:** Kathryn Houser, Principal**RE:** Sponsorship of second annual *Green Built: Albuquerque*

The Sustainable Living Alliance in partnership with the US Department of Energy and Albuquerque's Alliance for Green Development are pleased to be producing the second annual tour of green built structures on May 5, 2001.

As was the case last year, the builders with projects on this tour are all members of HBACNM. The tour provides an excellent showcase for these builders to expand their market and increase public awareness of green building principles.

We are seeking local community sponsorship for the tour and would like to request \$X,XXX from the Green Building Program. This level of sponsorship will include:

- A full color 8" x 10 \_" advertisement on the back cover of the program guide, which serves as each visitor's ticket to the tour. These will be sold through Smith's stores throughout the metro area.
- Recognition on the front cover as a major sponsor in a font size equal to the Alliance
- Opportunity to promote the Building America program as the new green building standard
- The ability to print a full color photograph of a member's site on the tour for the front cover.
- Listing in all print advertising as a major sponsor. There is \$5,000 in the budget for placing local advertising in the weekly publications for 3 weeks prior to the tour. Partners will also provide additional PR and marketing.
- Listing as a major sponsor in press packets distributed prior to the tour. Last year, we had 3 area publications cover the tour; we anticipate more coverage this year. We already have a commitment from the *Albuquerque Business Weekly* to write an article. The Alliance is also partnering with "Leadership Albuquerque" to create a press conference the day prior to the tour at one of the tour sites, to which community leaders from the Chamber of Commerce membership will be invited.

Thank you for your kind consideration of this request.



## Advertise in *Green Built: Your Town*

Guidebook for a tour  
of energy-efficient architecture

A resource guide for all those interested in  
energy and resource efficient building

Metro-wide distribution  
Full color inside front/back covers

### AD RATES:

#### Full page

\$500 8" wide x 11" long  
\$1,200 full color inside cover

#### Half page

\$325 8" wide x 5.5" long  
horizontal  
4" wide x 11" long  
vertical

#### Business card

\$75 3.5" wide x 2" long  
horizontal  
2" wide x 3.5" long  
vertical

**Deadline:** \_\_\_\_\_

### Submission requirements:

- Files must be in TIF or EPS format at a 300 dpi resolution
- Files must be scanned/saved as 100% actual print size
- All fonts must be collected and included with file
- All ads must be prepaid.  
Make checks payable to:  
Your Non-profit Partner
- Provide all graphics electronically, via email to \_\_\_\_\_, or mail CD to:  
Graphic Artist  
Street address  
City, State Zip

For further information, please contact:

Your name  
Your association  
Your phone number

# GreenBuilt Albuquerque

\$5



**GUIDE**  
to a  
Self-Directed Tour of  
Sustainable Architecture

**Saturday, May 5th**  
10 am to 4 pm

**Produced by:**  
The Sustainable Living Alliance™  
and Alliance for Green Development

**Sponsored by:**  
US Dept. of Energy  
First State Bank  
New Mexico Solar Energy Association  
Smith Food & Drug Centers



This is your ticket

Good for one person only



## CHAPTER THREE

# *Publishing a guidebook*

The tour guidebook creates not only a useful tool for the tour visitor, but it also creates two revenue streams for the non-profit partnership through advertising and selling it as an entry ticket. We highly recommend including a few helpful resources in addition, such as a good glossary of terms frequently used in the green building arena. If budget permits and space allows, additional articles on building will enhance the value enough to ensure visitors keep the guidebook for future reference. (Refer to the Appendices and CD for “Green Building Definitions” and other supplemental guidebook pages.)

The bulk of the guidebook will be descriptions and photos of each site on the tour. We have provided an example for an 8.5” by 5.5” format, which will be less expensive to publish. If you can raise the money to publish a full size guidebook, the larger 8.5” by 11” format allows for more information about each site and the possibility of an exterior as well as an interior photograph. The ideal publication includes a full color cover on slick (recycled) cover stock. This provides a venue for a collage of colored photographs of the homes and becomes an attractive “instant” poster.

### Forms to get the information

It is difficult for busy builders to find the time to supply you with all the details you will need in order to write the guidebook page about their project. To simplify the process somewhat, we have developed a set of forms that captures the data in a concise manner while providing the level of detail you will require. It helps create a bulleted list of sustainable features in each home, which makes your editing job much easier. By limiting the space provided for the paragraph description of the home, you can try to encourage those who wax eloquent to be more succinct! The

contact information requested may seem overwhelming, but rest assured there will be some time during the tour production when you will need all of it. The permission form is a formality that serves mainly to create the avenue for ascertaining a clear agreement exists with the homeowner. Typically the builder or architect will nominate the project. You will need certainty that the homeowner is indeed willing to host an open house in his or her private space.

The forms we use in Green Built Tour production may be utilized as is or modified for your specific requirements. You will find them in the Appendices as removable hard copy for reproduction and on the CD from which they can be customized.

### Editing the copy

If you are using the smaller format, your biggest challenge will be to reduce the information on each site enough to fit the page. At least one photograph and the verbal directions to the site are “non-negotiable.” The bulleted list of sustainable features offers the advantage of a quick summary with the least amount of verbiage. The prose description allows for a more appealing portrayal (glowing adjectives encouraged) where you will “sell” the site as one of the optional stops. On the following pages are layouts from both a smaller guidebook and a larger one.

The larger page requires less editing skills to distill the information. You can include a longer list of features and add a few more sentences to entice visitors to any one particular site. Having the space for two or three photographs is also valuable. You can see the difference:

## 12

## Seven Oaks

0000 Edgewood

Owners: John Q. Owner & Jane Q. Owner  
 Designer: John Q. Designer & Co.  
 Contractor: John Q. Architect & Co.

Size: 1962 sf  
 Cost per sf: \$75  
 Year completed: 1999

**Notable Features**

- ◆ Metal & cement-based siding
- ◆ Roof radiant barrier: Tech-Shield
- ◆ 12 SEER AC with duct work inside conditioned space
- ◆ Passive solar: orientation; window placement & low-E glass; natural shading & large overhangs & porches
- ◆ Non-toxic materials: water-based glue, OS wood sealant; low-VOC paints; linseed oil finish on concrete counter top; Med-Ex formaldehyde-free flooring
- ◆ Engineered materials: floor & roof trusses
- ◆ Recycled materials: blown cellulose insulation
- ◆ Minimization of materials: stained concrete floors
- ◆ Construction waste management per GBP guidelines

**Description**

Seven Oaks, named after the 7 protected trees around which the home was designed, does not represent a radical departure from standard construction methods. However, it does reflect a successful balance of aesthetic, economic, contextual and environmental concerns coming together under one roof. Attention to detail and extensive use of day lighting strategies have created an expansive feel within the small space. Glass block tiles are used for natural light in the baths; windows on opposing walls within rooms balance light; and clerestory windows allow light in, even when blinds are closed for privacy. The use of metal is a theme carried throughout the home, from lower exterior siding and roof to corrugated pipe columns and stair risers inside. Delightful use of colors and materials on walls and floors add depth and warmth to this comfortable, efficient, thoughtfully designed family home.

**Directions**

From IH-35 lower level, exit 32<sup>nd</sup> St & stay on frontage road to Edgewood, 1<sup>st</sup> street past 32<sup>nd</sup>. Turn right. 0000 is about 4 1/2 blocks down on the left.

**Size:** 1492 sf.**Cost to build per sf:** \$64**Year completed:** 1999**Sustainable Features**

Passive solar: trombe walls in four major rooms

Windows: low-E vinyl with R-value of 3

Energy saving construction: R29 walls with blown cellulose insulation and 1' foam exterior sheathing; R-38 ceiling

Water conservation: low flow fixtures, drought-resistant landscaping, gutters to water barrels and underground straw bale saturation pits

Engineered materials: OSB sheathing and decking; MicroLam, trusses, finger joint studs

Alternative &amp; Sustainable lumber: finger joint studs

Non-toxic materials: low VOC paints

Construction waste reduction: recycled lumber, cardboard and metal

**Description**

This Four Star Green Home was a 1999 Parade of Homes award winner and the first home in the Albuquerque area to receive the EPA

Energy Star rating. The energy efficient heart of this home is the trombe wall system in all of the south facing walls. To keep the heat in, the R-29 wall and R-38 ceiling insulation combines with an air infiltration barrier good enough to pass the Energy Star blower door test. Other green features include the use of fly ash in concrete, recycled wood and insulation products, non-toxic paints, energy efficient dishwasher and lighting, and straw bale saturation pits for catching and holding rainwater for landscape irrigation. Finally, this home is located in the North Valley's sustainably oriented Secret Gardens infill development with on-site water retention, edible landscaping and community gardens.

**Directions**

From Candelaria, turn north on San Isidro (between Rio Grande and 12<sup>th</sup> St). Turn left on Cherokee Rd. to Secret Gardens Subdivision on Tierra Vida. Turn right to #0000 is on the right.



an overview and not exact site directions. You can prevent misunderstandings by including only major intersections on the graphic map and noting that the reader should refer to the corresponding site pages for detailed directions. For some of the sites, it will be helpful to visitors potentially traveling from multiple origins to provide instructions from more than one direction. These will become obvious in the course of editing the guidebook.



# Locator Maps



4



Keeping a consistent format to each site page will establish a certain objectivity and make it easier for the reader to know what to look for on each page. We head the page with an identifying name for the site, the exact address and the part of town or regional name for the location. Giving an indication of each site's geographical area in your tour region will assist visitors in plotting their own personal tour. We always provide the name of the homeowner, the architect and the builder. You will have to decide if you want to name the firm or the individual. If you are selling advertising, naming the firm may prevent your selling them an ad to list their contact information. Keep the order of repeated sustainable features consistent.

If there are some technologies you want to particularly highlight, you can also include symbols to represent them. For instance, we have used a raindrop  to indicate rainwater harvesting and a small sun  to indicate solar technologies. These provide a quick visual analysis to help readers determine which sites they definitely want to visit.

Again you want to make some pages available to your partners so they can promote their own programs, etc. Listing as many resources for your community as possible only increases the value of the guidebook.

The visual impact of the guidebook cover can be extremely important. It may be the one and only quick chance you get to sell a ticket to someone browsing. If it is attractive, it can also become a poster especially useful at the retail outlets that are selling it. If you are using this manual, you are more than welcome to use the title provided: "Green Built: \_\_\_\_\_" (fill in the name of your town) along with the green built logo. All you need to do is utilize the template provided in the accompanying CD. All the vital information about cost, date and times needs to be evident. We have found it helpful to print "This is your ticket" and "Good for one person only" as well. You should also acknowledge all your partners and sponsors on the cover. We generally distinguish between the two lists by heading the partners with "Produced by:" and the others as "Sponsored by:." Fill in the rest of the spaces with attractive exterior and interior photos. Here is where full color really makes an impact.

## Layout samples

The CD accompanying this manual includes a template for guidebook layout for the full-page format. You should be able to drop the information specific to your sites right into the sample layout and have a high-quality, professional looking guidebook. (You will need a Macintosh environment and Quark Xpress software to manipulate the text.) The Appendices also include pages of definitions that can be used as is and other examples for additional guidebook pages as Microsoft Word documents. These same documents are also included on the CD in Quark Xpress layout.

## Printing guidelines

It is a challenge to predict how many copies of the guidebook you will need to print. A fairly basic rule of thumb is to print at least twice as many as you can reasonably expect to sell. This will allow for fairly even distribution at the various retail outlets, the different tour sites during the tour day and having enough extra to deliver emergency replenishment during the tour day. You will need extra copies for promotional purposes as well as giving out to advertisers, volunteers, homeowners, builders and architects. Giving about 10 copies to each homeowner is always appreciated. Finally, you will find that having a few hundred on hand to help promote the tour for the next year will facilitate garnering future support.

How do you determine how many you can reasonably expect to sell? Got that crystal ball handy again? Otherwise, it is pure guesswork. If this is the first time for a tour of this nature, perhaps the closest statistics you can rely on would be Green Built Tours in other cities of comparable size. However, the size of your community may not be as relevant as the recognition of green building. A town the size of Albuquerque, which has a fairly active green building initiative, had about 400 visitors on its first tour, while San Diego, a larger town without much previous awareness of green building, had only 200. Austin, TX, where the first green building program was created in the late 1980's, has developed a following for Green Built Tours growing from 500 to 750 to over 1,100 on Earth Day 2002. The number of visitors will also depend on your partners' active participation and promotion, as well as when you hold your tour.

You will find from gathering print bids that adding 500 or 1,000 more copies makes the price per copy reduce dramatically. It is often just as cost effective to print more. Get at least three competitive bids, letting the companies know you are doing so, and simply compare. We have never printed less than 1,000 nor more than 2,000.

We generally try to raise enough money to print the cover in full color. This enhances the look of the guidebook tremendously and immediately lends credibility to the event. If you simply do not have the budget to do so, at least print the cover on heavier stock, preferably glossy, recycled cover stock. When printing in one color only, we recommend the minimal additional cost involved to print in a PMS color rather than merely black ink. We have successfully used a dark green ink on a buff (slightly beige) paper stock to good effect. It does provide more visual interest than simply black on white.

**Sat, May 5th  
10 am to 4 pm**



**Albuquerque**

**How to take the tour:**

Green Built: Albuquerque is self-guided: you choose what you want to see and go at your own pace. A Guidebook to the locations will serve as your ticket and provide directions. Each site has a full page devoted to its significant features and sustainable highlights along with a photo and clear directions. You will be able to plot your personal tour from this information.

**How to get the Guidebook:**

You may pre-purchase the Guidebook for \$5 at any of the Smith's locations from April 21st through May 5th; or via mail, for an additional \$1 for postage, from AGD by sending your check for \$6 to:

Alliance for Green Development  
2700 Central SW  
Albuquerque, NM 87104

For more information, call  
Susie Marbury at  
(505) 764-0037

**NOTICE TO PERSONS  
WITH DISABILITIES:**

If you have a disability and require special assistance to benefit from this tour, please contact Suzy Marbury by May 1, 2001 at (505)764-0037ext. 226. TTY users may access this number via the New Mexico Relay Network by calling toll-free:1-800-659-8331

*Green Built: Albuquerque* features eleven of the best examples of energy-efficient and environmentally sound design in the area. Meet your New Mexico neighbors who are living or working in these unique structures that are affordable, comfortable, attractive and energy-conserving.

- Innovative wall construction methods, such as straw bale, SIP, ICF and Rastra block.
- Passive solar design, incorporating pre-air conditioning traditions for high-energy efficiency
- Traditional looking homes, with lots of "green features," all designed to save utility bills
- Variety of modest to luxury homes, small to large, from under \$100,000 to over \$350,000
- From South Valley to North Albuquerque Acres, from Corrales to North Valley

*Produced by:*  
Sustainable Living Alliance™ and  
Alliance for Green Development

*Sponsored by:*  
US Department of Energy  
First State Bank  
New Mexico Solar Energy Association  
Smith's Food & Drug Centers

## CHAPTER FOUR

# Promotion

Having a beautiful series of homes and an attractive guidebook will do no good without getting the word out to the public. We recommend a combination of free and purchased promotion in a variety of media including Internet, radio, print advertising and television. It is doubtful you will have the budget to purchase much time on radio and/or TV, but here is where you take advantage of the non-profit nature of the partnerships.

### Capitalize on partnerships

First of all, be sure to make use of the different networks each partner will already have established. It is fairly common for most organizations to have an electronic list for e-mailing announcements. It is a good idea to create a one page flyer for this purpose and ask each partner to distribute it about one month before your tour and then again about one week prior.

SEE SAMPLE FLYER ON LEFT PAGE

This flyer, or something perhaps a bit more developed with a few photos, should also be posted onto your web site. The web site flyer can also include all the partners' logos. If possible, have your web master create the logos as links to each partner's home page. We have found it better to include the whole flyer in the body of the email message and include a link to the web page, rather than merely sending out the web page. Too many recipients will not bother to look up the web page without enough information to incite their interest. Request that all the partners publish the tour logo as a hot link to this posting from their home page as well.

SEE WEB SAMPLE ON NEXT PAGE

The various partners should all send out press releases to the print media, television and radio stations. Sometimes it takes getting the information from more than one source to make an editor take notice of a new event. Each partner can emphasize an angle that is particularly relevant to its mission. Generally some "hook" about the story is required to get the editor's attention. It will also likely necessitate follow up phone calls to encourage the story's inclusion in as many daily and neighborhood papers as possible. There is a standard format commonly accepted for a press release. One sample is provided here. Note that the story hook in this case was Earth Day.

SEE SAMPLE PRESS RELEASE ON PAGES 23-25

Be sure to get the basic what, when, where data into as many free calendar listings as possible. This will generally require a three week notice, unless the publication is monthly in which case you will need to send out the information as much as two to three months prior. Calendar listings should include only the most basic information, as they will always be very short.

SEE SAMPLE CALENDAR LISTING ON PAGE 25

### PSAs

Those partners that have non-profit status will be particularly useful in the PR department. All media will be publishing a certain number of free Public Service Announcements (PSAs) each week, some required by FCC regulations. These are mini ads that inform the public about something being promoted by a non-profit organization. Therefore, they have to come from a legal non-profit entity on its letterhead.

# EARTH DAY 2002 HOME TOUR

A self-directed tour of earth-friendly  
architecture and landscaping

Saturday, April 20th 10 a.m. to 5 p.m.  
Austin, Texas

The *Earth Day 2002 Home Tour* features eleven of the best examples of energy-efficient and environmentally sound design in Central Texas, plus eight examples of WaterWise landscaping, rainwater collection systems and National Wildlife Federation certified Backyard Wildlife Habitat™ sites.

✧ Innovative wall construction methods, such as SIP (structural insulating panels), aerated concrete block systems (Rastra,

Hebel and Faswall), and a solar heating system

✧ Passive solar design, incorporating pre-air conditioning traditions for high-energy efficiency

✧ Traditional looking homes, with lots of “green features,” all designed to save on utility bills

✧ Landscapes that save water and enhance wildlife habitat

✧ Rainwater collection systems for irrigation that make an old idea new again

**How to take the tour:** *Earth Day 2002 Home Tour* is self-guided: you choose what you want to see and go at your own pace. A Guidebook to the locations will serve as your ticket and provide directions. Each site has a full page devoted to its significant features and sustainable highlights along with a photo and clear directions. You will be able to plot your personal tour from this information.

For a simple list of free exterior landscape, rainwater and Backyard Wildlife Habitat™ site addresses only, see [www.cityofaustin.org/watercon](http://www.cityofaustin.org/watercon) or call 974-2199.

**How to get the Guidebook:** You may purchase the Guidebook for \$5 at either Central Market location after April 8th; or via mail, for an additional \$1 for postage, from TXSES by sending your check for \$6 to: **Texas Solar Energy Society, PO Box 1447 Austin, TX 78764-1447**

For more information, call Kathryn Houser at 512-326-3391



**Produced by:** Sustainable Living Alliance, City of Austin Water Conservation, Texas Solar Energy Society (TXSES)

**Sponsored by:** US Department of Energy, Austin Energy Green Building Program, Central Market, National Wildlife Federation, American Rainwater Catchment Systems Associations

## Earth Day 2002 Home Tour

FOR PHOTOS, INTERVIEWS OR MORE INFORMATION  
Kathryn Houser 512-326-3391

### **EARTH DAY 2002 HOME TOUR AND HEALTHIER HOME FAIR TO TAKE PLACE ON APRIL 20**

FOR IMMEDIATE RELEASE—APRIL 13, 2002

Page 1 of 3

Earth Day is the world's premier global environmental celebration. For 31 years, its purpose has been to increase awareness, responsibility and action toward a clean, healthy future for all living things.

Earth Day 2000 launched a multi-year campaign to address the major environmental issues facing our planet and develop a serious sustainable energy program. The aim of Earth Day 2000 was to increase energy efficiency in the residential, commercial, industrial and transportation sectors of nations around the world. It was the largest environmental event in history, involving over 5,000 organizations in 184 countries with an estimated 300 million participants, and events in major cities including London, Tokyo, Moscow, Cairo, Nairobi, Washington, DC and Buenos Aires. Future Earth Days will deal with other global themes that can be addressed at all levels — from the United Nations to the individual household and neighborhood.

The theme for Earth Day 2002 is "Protect Our Home."

And what better way to celebrate than an Earth Day Home Tour? A coalition of Austin organizations and corporations will offer a self-directed tour of earth-friendly architecture and landscaping on April 20 from 10 a.m. to 5 p.m. This event is Austin's only Earth Day celebration and is designed to educate the public that "one house makes a difference."

The tour is part of the U.S. Department of Energy's Buildings for the 21st Century Tours happening across the nation. The purpose of the tours is to highlight sustainable building practices that are attractive, practical and affordable today — to show that energy and resource efficient residential and commercial design and construction is the right way to build.

Eleven Green Building Program homes are open for touring. Another 10 sites are examples of the City of Austin's rebate programs for WaterWise landscaping and rainwater harvesting or the National Wildlife Federation's certified Backyard Wildlife Habitat™. These 10 sites are outdoors only.



The featured Green Building Program homes include:

1. Thorne/Wing Residence, an office/housing arrangement that allows separation of personal space while sharing public spaces.
2. The Villas at Mia Tia Circle, which reflects Texas' seaside architecture and includes hydroponic gardens irrigated by a rainwater cistern.
3. Morgan Residence, a moderately priced energy-efficient, durable and healthy home.
4. Casa Verde, one of the first homes rated Five-Star by the City's Green Building Program, and the product of a community partnership harnessing the energies of at-risk youth, community needs and sustainable construction practices.
5. Alamo Park Court, a four-house project designed as an infill development to maximize the use of available land while fitting into a traditional neighborhood.
6. Lott/Atkinson Residence, notable for its low-site impact and passive solar and low-maintenance requirements.
7. Walsworth Residence, a contemporary Craftsman-style home.
8. Freedom House, a luxurious, modern urban interpretation of a rural Texas compound designed with an east wing for living and a west wing for home offices.
9. Newmark Homes' Healthier Home Model in Circle C, which is rated Three-Star by Austin Energy and includes high-performance products, energy-efficient features and aesthetically pleasing architecture.
10. Demers Residence, an energy-efficient "small-home" concept.
11. Hardin Residence, an environmentally friendly Mediterranean-style home with numerous natural technologies and ancient principles of Vedic architecture.

A guidebook may be purchased for \$5 at any Central Market location in Austin, April 8-20, and will serve as a ticket to Earth Day 2002 and the Healthier Home Fair.

"Visitors will be able to see the building of the future today," says Kathryn Houser of the Sustainable Living Alliance, a private consulting firm with a grant from U.S. Department of Energy. "The homes feature some of the best examples of passive solar design principles, energy and resource efficiency and environmentally friendly building practices in the state, if not nationwide. Other exterior sites highlight rainwater collection systems and landscapes that save water and enhance wildlife habitat."

In conjunction with the home tour, Newmark is sponsoring an entertaining and educational Healthier Home Fair in Circle C, with environmental awareness activities and programs, product demonstrations, food and games continuing throughout the day.

All proceeds from the home tour will benefit the Texas Solar Energy Society, a nonprofit established in 1976 as the state chapter of the American Solar Energy Society. The mission of the organization is to create public awareness about sustainable energy sources, energy efficiency and clean air.

The tour is being produced by the Sustainable Living Alliance, Newmark Homes, City of Austin Water Conservation and Texas Solar Energy Society. Sponsors include the U.S. Department of Energy, Austin Energy Green Building Program, Central Market, National Wildlife Federation and American Rainwater Catchment Systems Association.

“Earth Day offers a unique opportunity to join with other concerned citizens around the world who are working toward a sustainable future for all of us,” said Brian Shields, senior vice president of Newmark’s Central Texas Division. Newmark is the only production home builder on the home tour — and the only production home builder to receive a Level Three-Star rating from Austin Energy’s Green Building Program.

For more information about the Earth Day 2002 Home Tour call 512-326-3391; for information about the Healthier Home Fair, call 512-418-5448.

October 17, 2001  
For Immediate Release

### Public Service Announcement

For more information contact:

S. \_\_\_\_\_  
DFW Green Alliance  
000-111-2222  
or

Kathryn Houser, Principal  
Sustainable Living Alliance  
512-326-4636

### Calendar Listing:

*Green Built: Greater Dallas*

A self-directed tour of sustainable homes

Saturday, November 10th

10 a.m. to 4 p.m.

\$5 per person Guidebook serves as entry ticket, available at any Tom Thumb from November 1st through the 10th

Produced by Sustainable Living Alliance and the DFW Green Alliance

Sponsored by US Department of Energy, City of Frisco, Tom Thumb and the Texas Solar Energy Society

Information: 000-111-2222 or 512-326-4636

SEE PSA, IN ACCEPTED FORMAT, NEXT PAGE

It is up to the publisher or producer to decide which ones of the many received weekly they will use. It behooves your efforts, therefore, to present creative PSA's that are print or air-worthy by providing a few catchy phrases. If a media outlet does not have to put time into writing the announcement, it may be more open to using yours. PSA's are typically 30 or 60 seconds in length. An announcer on TV or the radio can read them, or they will be printed as a static announcement, at the end of a news program for instance, or in print media. More sophisticated organizations produce audio tapes prerecorded for radio airtime. If it is fun and well produced, your PSA is much more likely to receive airtime. These generally require professional assistance. However, you may find someone within your partnership capable of voluntarily helping you create such a tape.

There will be a media listing available for your community. One of your partners or sponsors is likely to have a large enough marketing department to have one in house or at least direct you to it. In it, you will find the appropriate contact person for each of the outlets you select and their preferred method of receiving the information, whether that is email or fax. It will also give you the timeframe for which you need to deliver the information. One of your partners may already have a fax number list or email address list set up in its computer, which will make blanket distribution a matter of hitting a few buttons. Follow up phone calls always produce the most results, however.

Getting an article printed in your daily newspaper will be worth ten times any advertising you purchase. This may require really persistent contact with the editor(s) on your part. Deliver a media packet to the Real Estate editor, to the Lifestyle editor and to the Architect Reporter. Let each of them know that you have given the same information to the others so they are not surprised to find they have written duplicate articles. But this way, you may get lucky and talk one into a short blurb (basically your press release) in their section one day while another reporter will do a full blown, original article another day. You will find it important that the media contact person is someone who has seen all the homes and knows their distinctive features from memory. Then that person will be able to answer questions knowledgeably and determine which sites will best meet the particular needs of any reporter's inquiry. Your media packet should include a copy of the guidebook and your press release. Provide full color hard copy photographs of your most attractive sites. Frequently newspapers will want to take their own photos, but being able to show them the "eye-candy" can be the very thing that convinces them to do the article. You can also include one-page informative sheets on each of the partners. Tell the reporter or editor that you will be happy to arrange site visits and interviews with homeowners, builders and architects. This way, they will be able to present the story from their own angle. Make certain your information provides the

simple hit list of what, where, how, etc—basically a calendar listing on one page of your media packet. Always include your contact information in several places.

We have also found it especially productive to get the agreement of a local television station to produce a live remote from one of the tour sites for their Saturday morning news program. For instance, the weather reporter can be on site, giving the usual live weather information and then turning to one of several arranged parties for interviews. The homeowner, builder and architect would make naturally interesting interview subjects. The tour organizer should also be one of the interviewees, since he or she will be able to discuss details about the whole tour most easily. Other potential parties include product manufacturers or vendors who can give more detail about a specific technology incorporated into the home where the live remote is being staged. Our experience with this type of television is that it reaches a large audience and seems to incite lots of interest, resulting in many more tour visitors. It requires persistent follow through on your part to convince the television producer, but it is certainly worth every effort.

Of course, you cannot rely on getting an article published or having TV cameras on site. Having an article or TV interview will definitely affect the success of the tour, so it is very worthwhile to pursue them heavily. However, you can not depend on it, so it is always best to be safe and budget for a media buy.

### **Purchased advertising: radio, television, print ads**

You will notice in the included budget a \$5,000 line item for media buy. For a small non-profit, this may seem huge. For a large corporation, this will be ridiculously small. In truth, it will be challenging to purchase enough promotion with only \$5,000. And it will be impossible to have a presence in all three media for that budget, so you will probably want to concentrate on just one or two at the most. The ideal scenario would include your partners purchasing additional media buys in the other venues and co-opting with your purchases. For instance, you can buy radio advertising together with one of your partners and mention both the tour and their product or service in the same ad.

Public relations studies have long told us that a typical consumer needs to be presented with information at least three times for it to have an impact on his awareness. Generally speaking, television time is way beyond the reach of this limited budget, unless you are getting PSA's broadcast or you can tag onto the end of one of your partner's already existing TV ads. Therefore, it would be advisable to focus on radio and print media. Depending on the print media rates in your community, you should be able to divide your budget about equally between the two.

April 8, 2002  
For Immediate Release

### Public Service Announcement

For more information contact:

Your Name, Director  
Non-Profit Partner  
111-222-333

*Earth Day 2002 Home Tour*  
Joined by *Newmark Healthier Home Fair*  
Self-directed tour of earth-friendly architecture & landscaping  
Saturday, April 20th

This event is Austin's newest Earth Day celebration, educating the public that "One house makes a difference."

See the buildings of the future today on the *Earth Day 2002 Home Tour*, Saturday, April 20th from 10 a.m. to 5 p.m. These homes feature some of the best examples of passive solar design principles, energy and resource efficiency and environmentally friendly building practices in the state. Other exterior sites highlight rainwater collection systems and landscapes that save water and enhance wildlife habitat. Tickets are \$5 and may be purchased at either Central Market after April 8th. All proceeds benefit the Texas Solar Energy Society. The tour is produced by the Sustainable Living Alliance, Newmark Homes, City of Austin Water Conservation and the Texas Solar Energy Society. Sponsors include the US Department of Energy, Austin Energy Green Building Program, Central Market, the National Wildlife Federation, and the American Rainwater Catchment Systems Association.

Experience comfortable, family living with earth-friendly building technologies and all the amenities without compromising your conscience!

For more tour information, call 111-222-333

Gather information about the demographics of your area's radio stations and concentrate on the one that has the most listeners above 25 years of age, since they will be more likely to be interested in a tour of homes. You might need to further refine the search by income level. Again, typical tour visitors will be folks thinking about building their own home in the not too distant future. Concentrating the broadcasts in the two weeks leading up to the tour will have a better impact on the audience. Working with the non-profit partner, you should be able to negotiate a package with the station of your choice that will include some free promotions as well as paid ads. Another way to leverage your radio buy is to co-opt time with one of your partners and share the 60 second spot. Your script will include mention of both the tour and the partner's promotion. The station will produce the

ad for you, but you must provide the information for them to write it from and approve their final script. Here is an example of a co-opted script between two tour partners.

SEE SAMPLE RADIO SCRIPT, CO-OPTED BETWEEN TWO PARTNERS, NEXT PAGE

Generally the rate for printing advertising in the daily newspaper is prohibitive under this meager budget. Again, cooperating with your partners may make it possible. Most city departments, for instance, will receive better rates because they will contract multiple advertising throughout the year. Ask them to make print ads part of their contribution. If you are successful in getting print ads in the daily newspaper, they may best be placed in three locations: the home section, the lifestyle section and the local or

### Earth Day Home tour: 60sec

Would you like to learn how you could make a difference for the environment? Celebrate Earth Day this year by taking the “Earth Day Home Tour” on Saturday, April 20<sup>th</sup> From 10 to 5. Joined by Newmark’s healthier home fair at Circle C Ranch, the “Earth Day Home Tour” is a self-directed tour of earth-friendly architecture and water wise landscaping. Learn how you can cut your utilities in half and contribute to cleaner air in Austin at the same time. These open houses, from modest to luxurious, feature some of the best examples of design principles that keep the home naturally cool using less AC and new building materials that are recycled and sustainable. Other exterior sites highlight rainwater collection systems and landscapes that save water and enhance wildlife habitat. Stop by the information booth at your nearest Central Market to purchase a guidebook for just five dollars with all proceeds going to the Texas Solar Energy Society. The guidebook serves as your ticket to the “Earth Day Home Tour” plus provides maps and directions to the homes. Stop by the Newmark model in Circle C ranch after 12 noon and enjoy good for you goodies, clowns and live music. So don’t miss the “Earth Day Home Tour” on Saturday, April the 20<sup>th</sup>, from 10 to 5 and remember, every home CAN make a difference.

metro section. Your visitors may be looking for a home, want to see design alternatives or simply like to tour homes. Advertising in the home section next to homes for sale can capture their attention. If you have a builder partner, this is an opportunity to do a combination ad. Advertising in the metro section grabs the interest of the visitor who wants to see what is happening in his community that week or day.

You can then focus on the alternative weekly newspapers found in most every community. They are typically affordable enough to place the ad for three consecutive weeks and thereby achieve the three times factor you are seeking. They will also offer a non-profit rate, so if you do not represent the non-profit partner be sure to ask them to contract the advertising. If necessary, you can provide reimbursement funding.

You will note the sample print ad on the next page echoes the cover of the guidebook to create a cohesive brand in the minds of the readers. This ad also appears as a template on the CD for your own customization.

### Distributing the guidebook

The purpose of the advertising campaign is not only to raise awareness of the tour itself but also to direct people to the retail outlet for purchasing the guidebook as their ticket for entry. Therefore, when selecting the outlet, it is important to think about how easy it will be to convey its locations in your advertising.

Frequently it is possible to work with a regional retail outlet that has only a few locations throughout your community. These may be a health food store chain, a specific bookstore chain, or perhaps branch locations of a local bank. If they have only a limited number of locations, your advertising can simply state, “Get your guidebook at any Green Grocer location.” (You will obviously fill in the specific name of your outlet.) If you are working with a retailer that has many outlets, you then have to list addresses or name the specific locations where your guidebook will be for sale. This becomes challenging on radio and space consuming in print media. It is impossible to work with say a large food store chain and have enough guidebooks to distribute to their whole network without printing about 5,000 or more copies. This clearly would be excessive and an unnecessary drain on your budget.

We have found it much easier to work with the local “mom and pop” retailer, as opposed to outlets of big national corporations. The local presence is generally more committed to community contribution and does not involve quite so much bureaucratic red tape. However, do not rule out the national chain if you can work within the local management level. You may also have a very recognizable city facility or a partner’s office that is very accessible



# GreenBuilt

Austin

*One home makes a difference!*

A Self-Directed Tour  
of Earth Friendly Architecture  
& Landscaping



Saturday, April 20th  
10 am to 5 pm

A Guidebook  
serves as your ticket  
and provides directions  
and a map of sites.

Purchase  
the Guidebook for \$5 at  
the Information Booth  
at either Austin

*Central Market*



Produced by:  
The Sustainable Living Alliance™  
City of Austin Water Conservation  
Texas Solar Energy Society  
Sponsored by:  
US Department of Energy  
Austin Energy Green Building Program  
Central Market  
National Wildlife Federation  
American Rainwater Catchment Systems Assoc.

For more information, call 512-326-3391

from which you could simply sell all the guidebooks. If you have such an ideal site, use it. The key is simplicity for you, the seller and the buyer.

You will need to secure agreement from your distribution outlet very early on in your production timeframe. This can take some considerable time, so you should begin immediately upon selecting the date of your tour. Most retailers will be working with a

calendar that would be booked already at a minimum of three months out. Many want requests such as this a good six months out. This is another advantage of dealing with the smaller, local retailer who may have more flexibility.

Other outlets to approach may include building material supply stores, outlets for healthy and organic household items, or local coffee shops. It is more convenient if you can find an outlet with

one regional headquarters to get agreement instead of each individual store manager. However, once agreement has been reached, you will want to visit with each manager.

Since the outlets will not be making any money on the sale of the guidebook, they will only be providing a service to the community. However, they are still in business for profit. So you need to provide compelling reasons for their cooperation. Like some of your potential sponsors, they may be a company interested in being branded with an environmental effort. The most convincing motive for the outlet, however, will be that you can drive customers to its location. In order to convince them this is viable, you should provide a list of your specific intended media buys and other promotional efforts. Emphasize that in every marketing piece, their name will be spotlighted. The purpose of the advertising, after all, is to drive customers to their outlet to buy the guidebook. This will have tremendous value to retail stores.

The outlet needs to be willing to accept money on your behalf and have some way to manage that cash flow accurately. Sometimes the store will sell the guidebook outside its normal sales avenue and simply keep the cash and checks separated. The better solution, however, is to ask them to provide a PLU number so the sale can be tracked through their computer system. You can then print the number on the back cover of the guidebook. This makes it easy for them to automatically keep track of the sales. They will accept a specific number of guidebooks into their accounting system, since they are just like money in terms of value. They will then be able to return an exact number of unsold books along with a check for those sold. You may have to be patient for the accounting to work its way through their systems, so you may not receive a check for thirty days or more. (One very cooperative outlet issued money orders to us the following week in order to avoid the typical delay from going through their accounts payable department.)

Once you have secured agreement with your outlets, work with the managers to get all the necessary information out to their staff. Be sure to communicate directly with each outlet manager early on to encourage staff training. There will likely be a significant turn over of employees at the sales locations, so provide a Fact Sheet of relevant information.

SEE SAMPLE FACT SHEET NEXT PAGE

Some of the data will require the managers' input. Some of it will be your determination, such as children 12 and under are free or that each person needs a guidebook as a ticket for entry. One of the most important pieces of information to provide is your phone contact information, especially the cell phone number of the driver(s) of the vehicle(s) that will be carrying the replacement guidebook supply on tour day. Up to 95% of their sales can occur on the day of the tour. The motto for all stores needs to clearly be, "We are never sold out!"

If the outlet will agree, it is best to deliver the supply of guidebooks for each outlet yourself instead of relying on internal distribution from one regional source. Internal distribution may sound a lot more convenient for you, but being able to confirm delivery is well worth any effort on your part. Additionally, you will be able to introduce yourself to each store manager and engage his or her cooperation. When you deliver the guidebooks to each outlet, be sure to have several posters ready for each. These can easily be the cover from the guidebook, which you should have laminated for this purpose. You can also create a poster that announces "Guidebooks For Sale." Most typically, the sale will take place at an Information Booth or Customer Service Desk, so the location within the store can also be added to the poster.

It is a good idea to have someone from your partnership visit each outlet during the week prior to the tour. Check to be sure the poster you provided is indeed up on an appropriate wall and encourage another at the entrance. Be sure to verify that each outlet begins the tour day with an ample supply. It is also very useful to initially pretend to be buying one and see if the staff can direct you to the right place and they can sell you one there. Many times, you will run into a problem that can be solved on the spot. Usually it is a breakdown with internal communication. Any proactive problem solving you can assist with will greatly enhance your visitors' experience. And the stores want their customers to be satisfied as well. In one city, a near disaster was averted only because we discovered several outlets did not know anything about the guidebook sales. Their headquarters had relied on e-mail communication only. No one had read the e-mail, and the box of guidebooks was sitting in the office totally ignored. We asked them to call the regional headquarters to verify the information. Partners visiting outlets need to have the name and number of the company contact so that staff can call that person while they are in the store should the need arise.

You should also provide a means for visitors to get the guidebook ahead of time through the mail. The non-profit partner can publish its mailing address and announce that for an additional \$1 each in postage and handling, a guidebook can be mailed to anyone upon receipt of a check. This may account for only a dozen or so sales, but the convenience factor will be important to some, especially if they live outside of town. You will have noted information about mail order purchase of the guidebook is included in the sample flyers and other notices.

## Sale of Guidebooks for Earth Day 2002 Home Tour Austin, April 20<sup>th</sup>, 10 a.m. to 5 p.m.

Cost: \$5  
Children 12 & under Free  
PLU on back cover

No credit card sales—cash or check only. Checks made out to Central Market.

Guidebook IS ticket for entry to homes.  
Each visitor must have a guidebook as a ticket.

Sell guidebooks through April 20<sup>th</sup>.

For questions about the tour, people can call  
Kathryn Houser at 326-3391.

If you run out of Guidebooks, please call S. \_\_\_\_\_ at  
###-#### or ###-#### (cell).

ADDITIONAL INFORMATION: The Home Tour replaces the traditional Earth Day event at Waterloo Park this year. There are 11 homes to tour, inside and out. There are 10 additional exterior only sites for viewing City of Austin rebate program examples of WaterWise landscaping and rainwater harvesting and examples of the National Wildlife Federation's certified Backyard Wildlife Habitat™



## CHAPTER FIVE

# Tour day supplies

There are some supplies you will need to have on hand at each tour location. This chapter goes into details about each one. The sample budget reflects the purchase of all supplies itemized here.

### Directional yard signs

The last thing you want is a lost or frustrated tour visitor. It is definitely worthwhile to have directional yard signs made to assist your visitors in finding each tour location. The best material is a corrugated plastic sign designed for outdoor use, such as real estate agents use. Any banner and sign maker should be able to create these for you.

You can generally purchase wooden stakes at a building supply store at a more reasonable price than through the sign maker. While you are there, pick up enough 2" or 3" bolts with matching washers and wing nuts to have two sets per sign. A good tip is to bring a sign with you to the building supply store and double check the size you will need with the stakes you will purchase. Do not get bolts that are too long, since you may need to stack the signs. Long bolts sticking out will make it difficult to stack, or they will damage other signs. Wing nuts work the best to quickly attach the signs and later remove the stakes. You will need to have the signs made with two grommets down the middle, one at the top and one about four inches off the bottom. Each stake will have to have two holes drilled through it to line up with the grommets for attaching the sign.

We designed ours with the Green Built logo and simple text: "Green Built Tour."

In order for the signs to be usable at any intersection, we have the directional arrow made as a separate 4" x 12" piece. These are then attached to the sign with the bolt through the bottom grommet, which is then attached to the stake with the wing nut on the back. Tighten the wing nut only loosely. When the volunteer pounds the stake into the intersection, the arrow piece can then be turned in the appropriate direction. At that point, the wing nut needs to be seriously tightened down. Winds during the day can buffet the sign enough to move the arrow if it is not securely attached.

The signs will cost about \$35 a piece. You want to emphasize to your volunteers that you really, really, really want to get them back. It is about recycling. We have re-used our signs over and over again.

### Sign-in books

You will want to capture contact information and generate a way to tally your tour visitors. Next to the delivery of tour supplies and erecting directional signs, this is the volunteer's most important duty. You will find it useful to prepare notebooks for each site to use as a sign-in book. We have successfully used extra durable report covers that hold paper printed in landscape orientation to provide more column space.

SEE SAMPLE SIGN-IN SHEET NEXT PAGE

The distinguishing element to this design is the column at the far



## #11 Hardin Residence

[illegible]

Our funding sources require accurate accounting of visitor numbers

Thank you! This information is for internal use only.

right. Ideally a visitor will fully complete a sign-in sheet at only his or her first stop. After that, all visitors should simply sign their name and check under the “Yes” column to answer the heading: “I have signed in already.” This will avoid duplicate data entry for whoever gets that rather arduous task, since the contact information will be provided only one time in the complete set of all sign-in sheets. And you will only have to count a simple check mark for a quick count at the end of the day.

It is important that visitors understand what you plan to do with the gathered data. You should make it clear that the list will be used for internal purposes only and that it will never be sold or made available to any other organization for mass mailing. You will want to convert it to a contact list for the non-profit partner to use for future tour announcements and perhaps a one-time mailing to thank visitors for coming on the tour and inviting them to join the organization. However, we have found that using the list for continuous mail outs generates negative responses and do not recommend it.

## Site supplies

In addition to the sign-in book for each site, you need to arrange for the following items for volunteers’ use at each tour location: a portable table to be set up at the door of the home, a comfortable chair to sit in and ideally some sort of shading devise. If the home is already lived in, the homeowner can probably provide the table and chair. If you have not already made contact with the homeowner during the week prior to the tour (a good idea to remind folks!), you can ask the volunteer to call and inquire.

You will need to purchase the following items for each tour location:

- 1 hole punch
- 3-4 pens
- copies of the guidebook
- cash box with opening change
- shoe booties and sign
- nametags for all tour experts inside the home

You will disperse these items to the volunteers at the orientation meetings. (Please see Chapter Six about training volunteers.)

A comfortable way for the volunteer to interact with tour visitors is to ask to see the site-specific page in the guidebook and use a hole punch to make a circle through the page number. This creates an immediate accounting for each person’s having a guidebook and an easy way for the volunteer to check. After the first site, visitors become trained to simply hold out the page.

While the volunteer is punching, he or she can also ask each visitor to register on the sign-in sheet. The extra pens are for replacing those pesky ones with legs.

Even though visitors will not be able to find the tour locations without a guidebook, each site should have a supply of guidebooks for sale. Sometimes visitors will arrive from following the directional signs. The volunteer can tell them about the whole tour being available. In other situations, only one person of a couple or group may have the guidebook. Since it serves as the ticket for entry, each person needs to have one. So if the volunteer determines that some visitors are without a guidebook, he or she simply sells them one on the spot. If you have printed enough, it is good to start out with at least 10 copies at each site. If you can identify tour loops, where one site will be the obvious starting point for a cluster of sites, you can stock that sight with about 20 copies and give the others only a few.

In order to assist the volunteers to keep the money securely in one place, provide each site with a cashbox. This can be as simple as a plastic pencil box for school use or as sophisticated as metal, locking boxes with slots for different denominations. (Generally these would be used only if one of the partners already owns them for another event.) Your budget will determine your “cashbox” look. Depending on the asking price for the guidebook, each site will need to have a specified amount of opening change for its cash box. If the price is \$5, we have found that \$25 in five dollar bills is sufficient. The non-profit partner who is benefiting from the sales will need to provide this cash in time for distribution at the volunteer orientations.

In order to help protect the floor and keep out dirt from crowds of visitors’ shoes, we highly recommend you provide plastic shoe booties for visitors to put over their shoes. You can ask visitors to remove their shoes, if that is fairly simple. For others who will find that difficult, give them a pair of shoe booties to slip on the outside of their shoes. Having about 10–15 pairs that will be reused throughout the day should be ample, if they are the plastic variety and not paper. You should find these available at paint supply stores and sometimes through building or medical supply outlets. (They are commonly used in building trades or for sterile hospital environments.) You should also laminate a simple computer-generated sign for each site asking visitors to remove their shoes or put on booties. (A sample sign is included in the Appendices.)

The final site supply you need to provide is computer-generated nametags for the people who will be inside the house during the tour. The nametag provides an immediate identity for visitors, who can see which person will be able to answer their questions. In order to provide consistency, we use one of three identifying titles for each nametag for the folks who will be inside the home: “Homeowner,” “Builder,” or “Architect.”

We also make a “Volunteer” nametag for each of the door docents. This adds a professional feel to the event that is not too much trouble to create. Making the nametags is one of the ways you will be using the information requested on the tour site forms. You might want to give a call to your contact person for each site the week before to verify the names and identities of each person committed to being in the home. This gives you a chance to subtly remind each one that the tour is just around the corner. We did not think a reminder would be necessary initially, until we had a site left locked up and abandoned during one tour. You definitely want to avoid that!

Here are examples of the nametags we print and insert into plastic carriers:



## CHAPTER SIX

# Volunteers

Besides the homeowner, builder and architect being present at the tour sites to offer expert information, you will also need to arrange for a volunteer at the door to basically handle traffic. They will be the people who get visitors to sign in, pass out literature and patrol shoe removal (or covering). They will also carry supplies to the site or return them to “headquarters” after the tour, including directional yard signs. (Refer to Chapter Five for a complete list of these supplies.) Volunteer docents are a key element to the smooth functioning of the tour day and should be diligently considered. Each site will need to have two separate volunteers. We recommend scheduling a three and one half hour morning shift, starting thirty minutes prior to the tour opening, and a similar afternoon shift that includes thirty minutes after the tour closes. This assumes a six-hour tour; if you plan to have your homes open longer, simply add more time to each shift. By breaking the day in half, volunteers will be able to go on some of the tour during the rest of their day. You will have to train your volunteers on their specific duties and get all the supplies distributed to each one, so we recommend holding orientation meetings. Offer one in the evening during the week prior to the tour and one during a lunch hour on an alternate day to accommodate differing schedules.

### Recruiting

It is not particularly exciting to sit out front of a tour location, so your pool of volunteers will most likely come from philanthropic folks dedicated to green building, renewable energy and cleaner environments. This generally means you need to look to your partners and sponsors for a few folks from each. In fact, you can include providing a certain number of volunteers as part of your agreements with partners, especially the non-profit partner that

will be benefiting financially from the tour. Some of the government and corporate sponsors will provide staff members as volunteers. It can also be productive to seek volunteers through the local Sierra Club chapter and other environmental groups who share a similar vision.

Create an email solicitation and request each of your partners and sponsors to send it out to its lists. You will need to begin this process about three weeks in advance. Company internal newsletters can produce results, too. Reach out to as many groups as you can think of to send the announcement, because it also serves as a heads up on the tour itself.

#### SEE SAMPLE VOLUNTEER EMAIL NEXT PAGE

Once the announcement has gone out through the various channels, you will need to designate one person to be in charge of volunteer scheduling. It may appear simple, but it invariably gets complicated. The Volunteer Coordinator will need to make telephone contact with each person who responds to the call for volunteers. The Coordinator will assign a tour site to each volunteer and get a commitment to one of the orientation sessions. Be sure you gather all forms of contact information, including telephone, cell number, e-mail and physical addresses. (You will want to send some form of appreciation after the tour.) One person will insist on a specific site and it will already be assigned. But you can try to reschedule that person. Another volunteer will cancel at the last minute. We highly recommend training at least one or two alternates who are willing to be on call the day of the tour to rush over to any site. It is not unusual for one volunteer to fail to report at all, even after going through training. Things come up. Being prepared for possible contingencies can save a lot of headaches during the tour day.

Hi there!

The Texas Solar Energy Society and the Austin Energy Green Building Program need 22 volunteers to be at the home sites on our Earth Day home tour, April 20<sup>th</sup>, 10 a.m. to 5 p.m..

Volunteers are needed for morning shifts from 9:30 a.m. to 1:30 p.m. and afternoon shifts from 1:30 p.m. to 5:30 p.m. Morning volunteers will take yard signs to put up at the major intersections on the way to their site, a cash box and extra guidebooks to sell, a hole punch to punch "tickets," free literature to pass out, and a registry book for visitors to sign at the table they staff. The afternoon shift volunteer will need to return supplies and yard signs to one of several designated locations.

In order to distribute the supplies and train all volunteers on their duties, everyone must attend one of the volunteer orientations: Thursday, April 18, 7 – 8 pm or Friday, April 19, noon- 1 pm (pizza lunch provided).

Volunteers get free guidebooks and the rest of the day to take the tour themselves.

A schedule of shifts is attached. Please let me know if you can do any of these shifts. Obviously finding 22 willing volunteers is not that easy! Thanks for any help you can provide!!!

Using something like this matrix will assist your volunteer scheduling:

SEE SAMPLE VOLUNTEER SCHEDULE NEXT PAGE

The volunteer benefits you can offer are generally not impressive, so you will be relying mainly on good will. You can certainly provide a free guidebook to each volunteer. You can offer refreshments or a simple meal at your volunteer orientations as a further expression of appreciation. Sometimes one of the partners or sponsors will provide tee shirts for volunteers. This can add about \$500 to your budget, so you would need to plan well ahead to be able to provide this benefit.

## Training

In the course of our tour productions, we have determined that volunteers who do not come to the orientation do not produce the same results for the team effort. Therefore, we have made attendance at one of the two trainings mandatory. We schedule them in as central a location as possible, frequently in one of the

partner's office buildings. We have also held them in one of the tour houses, which is a nice touch for the volunteers as they will be able to see one of the locations beforehand. This is generally easiest if the site is a model home and not someone's residence. We hold two orientations during the week before the Saturday tour, one on Thursday evening, from 7 to 8 pm. The other meeting we schedule for the lunch hour on Friday, from noon to 1 pm. You can provide refreshments, such as cookies and drinks for the evening meeting and a full lunch for the noontime meeting since most volunteers will be coming on their lunch hour from work. Depending upon your available staff to help out, you can provide a buffet of pre-made sandwiches or sandwich fixings along with a fruit plate and drink and dessert choices. And we have found it easiest to simply have pizzas delivered to the location. People are grateful for any food you give them, so spending a lot of effort on this has proven to be unnecessary.

We have found it useful to hand out an agenda for these meetings, which will keep you on track and also give the volunteers references to take with them.

SEE SAMPLE AGENDA ON PAGE 40



**Earth Day Tour of Homes**  
**April 20, 2002**

**Volunteer Shifts**  
**A.M. = 9:30 a.m. to 1:30 p.m.**  
**P.M. = 1:30 p.m. to 5:30 p.m.**

*Please note mandatory attendance at one of two  
volunteer orientations at Austin Energy, 721 Barton Springs Rd.  
(to get supplies and training):*  
Thursday, 7 – 8 pm  
Friday, noon – 1pm

House Site	Area	Shift	Volunteer	Phone	Orientation	
					4/18	4/19
#1, Thorne/Wing address	West Austin	AM	Suzy Volunteer	111-2222	X	
#1, Thorne/Wing address	West Austin	PM				
#2, Villas at Mia Tia address	West Austin	AM	Bob Helpful	111-2222		X
#2, Villas at Mia Tia address	West Austin	PM				
#3, Morgan Res. address	East Austin	AM				
#3, Morgan Res. address	East Austin	PM				
#4, Casa Verde address	East Austin	AM				
#4, Casa Verde address	East Austin	PM				
#5, Alamo Park Crt. address	East Austin	AM				
#5, Alamo Park Crt. address	East Austin	PM				
#6, Lott/Atkinson address	East Austin	AM				
#6, Lott/Atkinson address	East Austin	PM				



## Greater Dallas

### Volunteer Orientation Agenda

- I. *Green Built: Greater Dallas, Buildings for the 21<sup>st</sup> Century Tour* welcome and introductions
- II. job description two-fold:
  1. ONE: delivery of materials and supplies first
    - a. take directional signs and set up on way to site; adjust arrow and tighten with wing nut
    - b. take nametags for all those at your site
    - c. take other site supplies: booties, hole punch, etc.
    - d. take literature for public distribution
    - e. will require setting up table out front of door (bring own or call owner)
    - f. PM person: **return all leftover materials and supplies, including directional signs.** Site #1 take to Susan at Site #2; Sites #3 & 5 take to Site #4; Site # 7 take to Kathryn at Site #6
  2. TWO: on site docent
    - a. meet and greet public—
      - i. be sure each one has Guidebook as ticket
      - ii. sell one if not
        1. collect the money at \$5/person; accept checks made out to: DFW Green Alliance
        2. children under 12 free
      - iii. hole punch, one punch per person on the Guidebook
      - iv. close down tour at 4 pm
    - b. monitor sign in sheets
      - i. for DOE deliverable
      - ii. internal use only (not for sale)
      - iii. sign fully only ONE time, then check yes or no at each other site
    - c. pass out literature
      - i. keep supply of literature stocked on table
      - ii. AM person: take boxes of literature with you
      - iii. PM person: return remaining literature and supplies:
    - d. distribute shoe booties
      - i. be certain visitors have booties over their shoes if noted on volunteer checklist
      - ii. collect all booties as visitors leave for reuse throughout the day
  3. Remaining details
    - a. Kathryn's cell phone: \_\_\_\_\_
    - b. Mike's cell phone: \_\_\_\_\_
  4. Collect supplies, directional signs, literature, name tags, Guidebooks as per volunteer checklist

We also prepare an individualized hand out for each volunteer. Make a copy of the guidebook page for each site and attach it to the checklist you will give each volunteer (see below). This will provide them with the directions to the site as well as a phone number for your contact person at the site and for their relief volunteer. It will also tell them where to put the directional signs and how many they need to take.

Your directions to each site should begin at a major thoroughfare. You should not have to put signs at well-marked exits off of these streets. (This would be putting your volunteers into a potentially dangerous position anyway.) Start placing the signs where the directions pick up off the exit. End each series of signs at the tour home itself. Depending upon the most typical approach of traffic, the arrow on this last sign can be turned to point in either direction or straight up if it is directly in the front yard. By pre-determining which intersections should have a directional sign, you will have an exact count of how many signs you will need and how many you will hope to get back. On the guidebook page for each site, you can highlight the intersections so each volunteer will know where to either put up the sign or find it to take down at the end of the day. On the checklist, you need to indicate how many signs each morning shift volunteer should take with him or how many signs each afternoon shift volunteer should bring back.

SEE SAMPLE CHECKLIST NEXT PAGE

You will notice spaces on the checklist for indicating information on the homeowner, builder and/or architect, as well as the relief volunteer. Whoever is the most appropriate point of contact for the particular site, give the volunteer that name and phone number. We encourage the docent, particularly the morning person, to call this contact person ahead of time. This is a nice touch for both parties to be pre-connected in some small way. The volunteer can introduce him or herself and verify the directions and time of arrival. It is also an easy time to confirm that a table, chair and shade will be available or not. Then the volunteer will know to make other arrangements if necessary. You should also have already talked with the participants and informed them about the use of volunteers on tour day and that a volunteer will probably be calling. It is important to keep everyone informed and minimize surprises. (The homeowner or builder will appreciate the extra steps taken.)

And sometimes well-intentioned plans change. It has occasionally been necessary for a volunteer to communicate an emergency or tardiness to the other volunteer during the tour itself, so providing a cell or home phone number for the other volunteer scheduled at each site can prove to be helpful.

After welcoming the volunteers and thanking them for both being there for the orientation and for being a tour docent, it is appropriate to give a brief introduction to the origins of your tour.

You can announce the partners and sponsors involved and certainly introduce any who might be at the meeting. Then you will go over the volunteer duties.

These can be broken into two parts: one is the conveyor of supplies and the other is the greeter at the door. Do a little “show and tell” for the supplies, explaining that the morning shift person will be taking these items at the conclusion of the orientation and the afternoon shift person will be returning them.

Have a sample directional sign handy and demonstrate how the arrow adjusts. Emphasize that the wing nut needs to be securely tightened after pointing the arrow in the appropriate direction. We have seen the wind completely turn an arrow around, thoroughly confusing visitors. Also acknowledge that getting the stake into the ground may prove difficult at some intersections. Volunteers should be prepared to hammer the stake in as far as possible and reinforce the sign by piling up rocks at the base if necessary.

Explain that you have made a nametag for each of the experts that will be inside the home and that the volunteer’s checklist indicates how many. You will be assisting each one to get the right stack at the end of the meeting. If you have free literature for distribution to tour visitors, show sample copies and explain they are to be given away. The other supply items will become obvious as you go through the rest of the docent’s duties.

Point out that the first and last function of the docent at the door will be as gatekeeper. The morning shift volunteer should not allow anyone access into the home until the hour specified on the guidebook. The homeowners will appreciate having as much quiet time in the morning as possible. The afternoon shift volunteer needs to be willing to let visitors who arrive after the published end of the tour know that it is over. After talking for six or more hours straight, the folks inside the home will be grateful. If a visitor seems particularly upset, declaring for instance “I drove for an hour and half just to see this house,” the volunteer should be advised to check with the homeowners to see if they are willing to accept one more visitor. Most folks are happy to cooperate, though, so this really should not be of too much concern.

Go over the need for each tour visitor to have a guidebook, which serves as his or her ticket for entry. Explain that each volunteer will be checking out a specific number of guidebook copies, as indicated on the checklist. They will also need to pick up the cash box and opening change. You might have someone from the non-profit partnership that is providing the change attend the meetings and count out the money to each individual. Be sure to include details of sale, such as the age at which visitors may enter free (we generally use 12 years and under) and how checks should be made out. You will likely be accepting only cash and checks.



## Green Built: San Diego

### Site Volunteer Check List

AM PM

Volunteer: \_\_\_\_\_ Site Location: \_\_\_\_\_

Homeowner: \_\_\_\_\_ Phone: \_\_\_\_\_

Builder/Architect: \_\_\_\_\_ Phone: \_\_\_\_\_

Relief volunteer: \_\_\_\_\_ Phone: \_\_\_\_\_

☐ Directional Signs for key intersections (as highlighted) #: \_\_\_\_\_

☐ Cash box with: 5 @ \$5 (\$25 total)

☐ Hole Punch

☐ Sign-in Book

☐ Pens

☐ Name tag (s) #: \_\_\_\_\_

☐ Guidebooks #: \_\_\_\_\_

☐ Literature for give away

☐ Shoe booties & sign

Bring your own hammer (to pound in the directional signs)

Please contact your homeowner immediately to introduce yourself, get very clear on directions to the site, and to arrange the 1<sup>st</sup> shift time of arrival on Saturday.

**THANK YOU VERY MUCH FOR VOLUNTEERING YOUR TIME!!**

Once it has been determined that each visitor does indeed have a guidebook, the volunteer should then use the hole punch on the site-specific page. Demonstrate how you would like the volunteer to punch a hole in the guidebook, typically over the number of the site in the upper corner of the page. Note that this will also punch out the number on the backside of the same page, which has caused some volunteers consternation. If you point this out at the meeting, they will see to simply punch another hole beside the existing one if the visitor arrives at their site later. Again, the concept of hole punching provides a polite way to ascertain the existence of a ticket per person without having to be blunt. The volunteer simply needs to say, “Can I punch your guidebook, please?” Once visitors have been to their first site, they tend to automatically hold out the appropriate page as they approach the door.

You will need to stress multiple times that you need the volunteer to get visitors to register before entering the house and to utilize a particular sign-in sheet that facilitates accounting and data entry later. The morning shift person will be taking a prepared sign-in notebook along. Have a sample copy to explain how you would like visitors to sign it...in an ideal world. Ask the volunteers to make an effort to instruct visitors about the way you would like them to register. This actually makes it easier for the visitors, since they need merely sign their name and put a check mark in the “Yes” column after their first stop. It will also be very useful to ask visitors to sign only one name per line. This will not be consistently followed, since it is very common for one member of a couple to do the registering for both. If a person has signed for two or more people, train your volunteers to put extra checkmarks indicating the exact number of visitors. For instance, if Susie comes on the tour with Joe and writes both their names on one line with a check in the yes column, the volunteer can add one additional check mark to indicate two people. This will make counting up the total visitors at each site significantly easier.

Prior to visitors’ entering the home, the volunteers need to be sure that all shoes have been removed or covered. They can put up the laminated sign you provide asking visitors to deal with their shoes. It is best to place this at eye level, right on or beside the doorway, such that folks will see it before opening the door. After the first site or two, they will again be trained to expect to deal with shoes one way or another. Ask the volunteers to be sure to watch for exiting visitors wearing shoe booties and get them removed prior to walking on the dirty entryway. The same 10 – 15 pair will be reused over and over throughout the day, so they need to be worn only inside the house.

It remains to explain where the supplies, including the directional signs (emphasized yet again!), should be returned. Sometimes it is possible to create two drop off points geographically distant from each other. Or you can arrange for supplies from several nearby sites to be taken to one tour site and have a partner pick

them all up from there. Others can be delivered to a central point. Whatever you predetermine, you must provide exact directions on either the checklist or the agenda. If different tour locations will be using different drop off points, then it is less confusing to put the specifics on the checklists. If you are using one central address, it can be included on the agenda for all volunteers.

Also include cell phone contacts for questions and emergencies that will arise during the tour day. These will typically belong to the organizers of the event, who will be traveling from site to site all day long. They will also be the ones to call for additional supplies should a shortage occur during the day.

At this point in the orientation, the afternoon shift volunteers are free to go. Now you need to load up the morning shift volunteers with all their supplies. It will facilitate efficiency if you have boxes on hand for each volunteer to pack into. Ask them to bring their checklists up to you one at a time so you can assist them in getting the right amount of each item. It will be up to you to get the right nametags to the right volunteer for each site, as well. Have another partner available to assist with loading up the directional signs into volunteer vehicles, again cross-referencing the checklist to verify the accurate number. Ask each volunteer if they understand the notes on where the signs need to be placed. This loading process also provides a good opportunity to personally thank each volunteer.

## Appreciating

Budget constraints will likely prevent your being able to give each of the volunteers a gift as an expression of your appreciation. However, even a simple letter of thanks will be gratefully received. Probably a short, hand written note is the most meaningful for the recipient. If you do not have the time for this, even a computer-generated form letter merged with personal contact information is better than nothing. If you are personally acquainted with any of the volunteers, you can always add just a one-sentence, hand written thanks at the bottom.

SEE SAMPLE VOLUNTEER THANKS NEXT PAGE

You can also produce certificates of appreciation either on specialty paper, framed or unframed, or as a plaque. A sample certificate is included in the Appendices and on the CD, which will allow you to edit to your appropriate tour information and insert your volunteers’ names. Everyone likes to be acknowledged, no matter how small the gesture may seem to you.



Dear Your Volunteer,

I wanted to let you know what a rousing success the *Green Built: Your Town* tour turned out to be. We were very excited to learn that over 750 people visited the various tour locations during the day, with 743 verifiable sales of guidebooks to prove it!

The folks who came out to see the homes this year were a more educated group than in previous years; they were frequently ready to build and knowledgeable enough to ask the tough questions of our on-site experts. It is great to know that green building has arrived!

We absolutely could not have accomplished this feat without your significant contribution. On behalf of all the supporting partners—Sustainable Living Alliance™, US DOE, Austin Energy Green Building Program, Texas Capital Area Builders Association, H-E-B and Texas Solar Energy Society—please accept our sincere appreciation for your time and efforts on behalf of sustainable building.

The planet thanks you, too!

Your Name

## CHAPTER SEVEN

# The tour day & beyond

So after months' of planning and organizing, the tour day arrives. We hope you have ordered perfect weather for the occasion! Even if the sun shines and the temperature remains a balmy 82 degrees, a few unexpected contingencies will undoubtedly arise. Some you can prepare for and some you will just have to wing.

Before you head out the door to visit all the tour sites, take a minute to put a message on your phone answering system that will address most of the frequently asked questions. Remember the intent is to provide a quick reference to the tour and a location of where to buy a ticket. This is the script we have found handles the most common inquiries:

*Hi. You've reached the desk of KH with the T S E S. Sorry I am currently unavailable. If you are calling about the Earth Day Home Tour, you just need to get to either Central Market store at the Information Booth and pick up the guidebook for \$5. Each person needs one because it serves as your ticket for entry and also provides the maps and directions to the sites. There are 11 open houses, from modest to luxurious, and 10 other sites that are examples of WaterWise landscaping and rainwater collection. These are privately owned, lived in residences. For the most part, the architect, builder and homeowner will be on hand to answer your questions. Remember: every home DOES make a difference.*

### Carry a big hammer

A few incidents you can probably count on and hopefully be prepared to solve immediately. This will be greatly facilitated by having at least two organizers in separate vehicles cruising the

tour sites in opposite directions throughout the day. They need to stay in contact with each other and report situations they have already handled or that require some attention. One or the other will be closest to the problem, so checking in with each other before meeting the crisis will be useful. Thank goodness for cell phones!

We recommend supplying each of these cruising vehicles with a few standard items:

- supply of guidebooks
- supply of extra directional signs
- additional sign-in sheets, booties, pens and other site supplies where possible
- bottled water if available
- list of all phone numbers for volunteers, homeowners, builders and any other contact persons
- a big hammer

Since all the volunteers and the retail outlets selling the guidebooks will be provided with the cell phone numbers of those in the cruising vehicles, they should be prepared to dash to any location that calls with a shortage of guidebooks. Typically this will be one of the retail outlets and a few of the tour sites at some point during the day. Be sure the car staff communicate with other to determine who is closest. The motto should always be, "We are never out sold out."

Carrying a few extra directional signs, if available, can be useful. As the car staff drive from site to site, occasionally an additional spot for a sign becomes obvious. The staff can immediately add

one to the route. (Hence the big hammer). Sometimes this will be simply facing an additional sign to traffic coming from the opposite direction on the back side of the sign already placed by the volunteer. The directions in the guidebook assume a specific starting point, but visitors may alter these as they travel from site to site. The cruising staff may find themselves doing this naturally and see where an additional sign would be helpful. It is critical to alert the volunteers at the appropriate site that another sign has been added, so the afternoon shift volunteer will be informed about the increased number of signs to pick up. It will also be helpful for the car staff to watch for all signs as they approach each site to be sure the signs are still upright. If not, using that big hammer again comes in handy.

If your budget has allowed for the purchase of extra supplies, these should be distributed between the cars for delivery to sites calling for a replenishment of any of the items. Passing out bottled water to volunteers as the staff reach each site is a thoughtful gesture also, and one that should not strain your budget too much.

Just in case you need to contact someone inside a home or perhaps find a late volunteer, it is good to have all the contact information in each car. You will definitely need to have a way to contact any trained alternate volunteers in the moment. It seems inevitable that at least one volunteer will be extremely late, leave early or not show up at all. This is when that pre-trained alternate will be very useful. Since he or she will already know the drill, it is only necessary to get to the site needing assistance as rapidly as possible. Worse case scenario, one of the car staff can stay at a site until relief arrives.

The organizers in the cruising cars should also plan to visit with the experts inside each home and make a special effort to personally acknowledge each one for being there. It is also a good gesture to introduce yourselves to the visitors. Talk with them, ask questions, and determine if they got their questions answered or if they have more questions to ask. We have found that it is helpful if one of the organizers, partners or sponsors has green building knowledge to help answer visitors' questions. The tour is an educational experience, so any help you can provide to educate the visitors as they tour the homes will be an added benefit. Encourage the builder, architect, designer, contractor, or product distributor and the homeowner to engage the visitor, to inform and educate. Be helpful and friendly. A visitor's happiness can spread to others. Enjoy the day.

## Wrapping up

So now your tour is over. Hopefully you had a good turn out, and your homeowners, builders and architects felt the day was worth their efforts. After all the hard work you have put into this one

day, it is sometimes challenging to remember why you were motivated to do it in the first place. If you have influenced the choices of even a handful of homeowners, you have contributed to moving your community toward a sustainable future. You can take a deep breath and give yourself a well-deserved pat on the back.

Once you have gathered all the tour supplies back in one place, you will want to store them safely for next year's tour. The directional signs, the cash boxes, hole punches, the notebook covers for your sign-in sheets, shoe policy signs and some of the booties will be reusable.

Remove all the sign-in sheets from the protective covers and paper clip each site together so you can tabulate the number of visitors to each location separately. We have found that it is helpful to go through the sign-in sheets and add check marks to the columns in the far right equal to the number of people represented on each line. Then you only need to count check marks. You can evaluate the total number of visitors as well as first time visitors at each site to arrive at an estimated overall tour total number of visitors. Sometimes it is more accurate to wait for the dollar figures to come in from the retail outlets, which easily divide into number of guidebooks sold. Add these to the sales out of each site, and you probably have your most precise number.

Since you have taken the trouble to gather contact information on visitors during the tour, it makes sense to enter it all into a usable database. A quick sort for zip codes will give you a narrow demographic study on where your visitors came from. We limit the mailing use of the database to future tour announcements, so no one thinks his name and address has been sold. The non-profit organization may want to do one mailing to thank visitors for participating and inviting their membership. We would caution you about mailing more than one or two pieces to this list, however, since you did make it clear that it was for internal purposes only. We highly recommend that only the tour organizers have access to it, not any of the commercial entities involved in the tour such as builders or architects.

After taking a brief time off to celebrate, it only remains to thank the various players. Certainly individual letters to acknowledge your sponsors is called for. The homeowners are a special category of kind-spirited folks who definitely deserve appreciation. If you have the budget for it, a simple gift for each one is an appropriate touch. We have silk-screened the tour logo onto canvas bags or tee shirts as gifts that have been very welcomed. As with your volunteers, at the least a letter thanking them for their generous contribution is a must. (You will find a sample thank you letter in the appendices.) Again a hand written note is probably more meaningful than the computer form letter, but any acknowledgement is better than none.

Be sure to make a media clippings file for your records. Include every mention of the tour in all print sources, from your paid advertising to calendar listings to individually written articles. These will be useful as reference guides in the future and will also prompt you to remember who did what. A particularly useful article also deserves a note of thanks to the reporter. When the tour comes around the next year, that reporter will remember your acknowledgement when deciding which story of many options he or she will cover.

It is also a good idea to hold a wrap up meeting with all your partners. This will provide everyone with the opportunity to discuss what was particularly successful and what he or she might want to change in the next tour. Be sure someone is acting as scribe to record all the good feedback for future reference.

If you are just finishing reading through this manual to decide if you want to tackle a tour production, we hope you are not overwhelmed by all the detail provided. Just take the actual work one chapter at a time, and get lots of help! You will be able to interact with a whole segment of your community that is fascinating and dedicated, which in itself is a great perk. And you can definitely be proud of the difference you can make in the lives of individuals as well as your whole geographical area.

And if you have actually just finished your tour, congratulations! We hope you have enjoyed the process of organizing a Green Built Tour for your community. We know that the visitors on the tour certainly appreciate your efforts. And the sustainable future of your region may be greatly enhanced.

Remember, one home really does make a difference.

Kathryn and Mike

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#### DISCLAIMER

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July 2, 1999

Dear Green Building Home Owner, Architect, and/or Builder:

I am very pleased to announce the upcoming central Texas solar and green building home tour, the **Green Built: Austin** scheduled to coincide with the National Tour of Solar Homes on **October 16, 1999**.

This year's tour is being organized by the Sustainable Living Alliance™ (SLA) and is being co-sponsored by Austin Energy's Green Building Program, the U.S. Department of Energy and the Texas Solar Energy Society (TXSES). With this kind of support, it promises to surpass even the success of last year's tour when we had over 700 visitors register at the 16 central Texas locations.

You are invited to present residential nominations for tour locations to the tour organizer by the deadline of July 26, 1999. The Selection Committee, made up of representatives from SLA, the Green Building Program and TXSES, will make the final site selections by August 1, 1999. Priority will be given to the following criteria:

- project follows sustainable design and construction principles
- project illustrates passive and/or active solar design and technology
- project represents new and different alternative building envelopes or appropriate use of traditional building methods
- project has obtained a minimum Green Building Program rating of two stars, where applicable
- project has not been showcased on previous tours

With your nomination, please provide the following:

- identify site by preferred project name
- give architect, builder and owner information, including address, phone, fax and e-mail address
- provide clear, detailed directions to the site (the Selection Committee WILL visit all nominated sites that meet the selection criteria)
- list the relevant green building features of the site
- in one paragraph, describe why this site should be included on the tour
- a slide or photograph will be helpful, although not required

Typically, only one site from any one builder or architect will be selected, but your firm may nominate more than one. A site will not be excluded from consideration if it has been on previous tours; however, all things being equal, new projects will be given the priority. If the home is occupied, you must include a signed owner's permission statement in your nomination packet. No nomination will be considered for inclusion without all the necessary information being provided.

The Green Built Tour has become an Austin fall tradition and promises to gain in professionalism and outreach with each year's added expertise. I hope you will join me in presenting the finest in sustainable architecture and green building technologies to an eager audience, anxious to see what can be done for energy and resource efficiency. Thank you for your participation.

Sincerely,

Kathryn Houser, Co-Director



**Green Built Tour**  
**CONTACT DATA SHEET**

**a**

*Appendices – Site forms pg. 1*

Project Address: \_\_\_\_\_ ZIP \_\_\_\_\_

Owner Name(s): \_\_\_\_\_

Owner Home Phone: \_\_\_\_\_

Owner Work Phone: \_\_\_\_\_

Owner Cell Phone: \_\_\_\_\_

Owner Fax: \_\_\_\_\_

Owner E-Mail: \_\_\_\_\_

Architect/Designer (circle one) Name: \_\_\_\_\_

A/D Firm: \_\_\_\_\_

A/D Phone: \_\_\_\_\_

A/D Fax: \_\_\_\_\_

A/D E-mail: \_\_\_\_\_

Builder's Name: \_\_\_\_\_

Builder's Firm: \_\_\_\_\_

Builder's Office Phone: \_\_\_\_\_

Builder's Cell Phone: \_\_\_\_\_

Builder's Fax: \_\_\_\_\_

Builder's E-mail: \_\_\_\_\_

**Directions to site:** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

## Green Built Tour

### PROJECT DATA SHEET

Project name (if applicable) \_\_\_\_\_

Project address: \_\_\_\_\_

Part of town or City: \_\_\_\_\_

Owner: \_\_\_\_\_

Size of project (s.f.): \_\_\_\_\_ Year completed: \_\_\_\_\_

Cost to build (structure only) per square foot: \_\_\_\_\_

NOTE: do not include land costs; indicate if owner-built with reduced labor costs

Names of persons who will be on site during tour: \_\_\_\_\_

\_\_\_\_\_

(a Tour volunteer will be at the door to assist you)

#### CHECKLIST OF FEATURES & HIGHLIGHTS OF BUILDING/PROJECT:

Please check all applicable features and add descriptive comments/brief explanations using separate sheets as needed. This information will become the core of the directory.

#### SYSTEMS

\_\_\_ Alternative/innovative building envelope/exterior walls \_\_\_\_\_

\_\_\_ Passive solar design \_\_\_\_\_

\_\_\_\_\_

\_\_\_ Active solar (describe system components) \_\_\_\_\_

\_\_\_\_\_

\_\_\_ Energy efficient windows/daylighting strategies \_\_\_\_\_

\_\_\_ Roof radiant barriers \_\_\_\_\_

\_\_\_ Roofing system \_\_\_\_\_

\_\_\_ Rainwater catchment \_\_\_\_\_

\_\_\_ Water use reduction/conservation \_\_\_\_\_

\_\_\_ Wastewater (aerobic, rockplant, filterbed, composting, etc.) \_\_\_\_\_

\_\_\_\_\_

**MATERIALS**

\_\_\_ Engineered wood materials \_\_\_\_\_

\_\_\_ Alternative framing materials \_\_\_\_\_

\_\_\_ Sustainable lumber (harvesting, reuse, local species, etc) \_\_\_\_\_

\_\_\_ Non-toxic materials \_\_\_\_\_

\_\_\_ Recycled materials (contents, reclaimed, etc.) \_\_\_\_\_

\_\_\_ Minimization of materials (no paint on stucco, stained concrete floors, etc.) \_\_\_\_\_

\_\_\_\_\_

\_\_\_ Construction waste reduction (shredding for mulch, soil stockpiling, etc.) \_\_\_\_\_

\_\_\_\_\_

**OTHER**

\_\_\_ Minimized impact on site \_\_\_\_\_

\_\_\_ Permaculture® \_\_\_\_\_

\_\_\_ Other site analysis (existing flora, fauna; dowsing, etc.) \_\_\_\_\_

\_\_\_ Reduced EMF \_\_\_\_\_

\_\_\_ High efficiency (appliances, water heater, etc.) \_\_\_\_\_

\_\_\_ Recycling \_\_\_\_\_

\_\_\_ Non-toxic pest control (physical, products, etc.) \_\_\_\_\_

Please write a descriptive paragraph about the outstanding energy efficiency, passive solar design, sustainable site development and other green features of this project that you think should be highlighted in the directory:

# OWNER AUTHORIZATION

Project name/address: \_\_\_\_\_

I/we, as the owner(s) of the above named home/building, hereby grant permission for this project to be featured and made available for the *Green Built: Your Town* home tour.

I/we hereby acknowledge that the home located at \_\_\_\_\_(insert address) will be open for tour visitors on Saturday, Your Date, 200\_, from 10 a.m. to 4 p.m.

I/we further agree to have at least two (2) persons available on site at all times to conduct the tour and answer questions.

Owner(s) name (s): \_\_\_\_\_

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

Project (address/ contact)	Location (accessible to town)	Building envelope	Energy efficiency	Unique features	Lived in, for sale, under construc.	Partner/ sponsor relationship	Total points
#1							
#2							
#3							
#4							
#5							
#6							
#7							
#8							
#9							
#10							
#11							

Rate each element of each site on a scale of 1 – 5, 5 being most positive.



R. \_\_\_\_\_  
Architecture

\_\_\_\_\_  
Austin, TX

Dear R,

On behalf of the Sustainable Living Alliance™, the Green Building Program and the Texas Solar Energy Society, please accept our gratitude for offering your energy efficient project for inclusion on the *Green Built: Austin* homes tour. We had two times the number of wonderful sites to choose from than we could include.

The Selection Committee has made the final decisions, and we want to congratulate you on your project having been chosen. You are receiving this notice as the person who nominated the site; since you are not the homeowner, we would appreciate your communicating with them.

We are very pleased with the wide range of architectural styles, building envelopes and total building costs represented by our selection, which will include 11 homes. We are also delighted to see the number of homes close in to Austin, precluding the need for visitors to spend hours of travel time from site to site this year.

Please review the checklist for any items that might be missing from your file. These must be provided immediately. The Guidebook will go into editing next week and layout the week after. Because they will be distributed from Central Market and because our many partners are contributing promotional efforts and advertising, we expect a large turn out. Be sure that all the information for your project is complete and correct.

You might also want to take advantage of advertising opportunities in the guidebook itself; please refer to the enclosed rate card. You will see from the sample guidebook from another city that the upscaled format provides a great venue for promoting your work. Please make this information to available to your suppliers as well.

Thank you so much for your contribution to this exciting new Earth Day event for Austin! We look forward to working with you over the next few months and seeing you on April 20<sup>th</sup> during the tour.

With warm regards,

M. \_\_\_\_\_  
Architecture

\_\_\_\_\_  
Albuquerque, NM

Dear M,

On behalf of the Sustainable Living Alliance™ and the Alliance for Green Development, please accept our gratitude for offering your energy efficient projects for inclusion on the *Green Built: Albuquerque* home tour.

The Selection Committee has now visited all of the nominated sites and had a difficult time choosing from among a group of homes that all exemplified energy and resource efficient building. We had two times the number of wonderful sites to choose from than we could include.

While your projects are both certainly worthy ones, we regret that we are unable to include them on this year's tour. We had to considered many variables, including geographical location, diversity of building envelopes and stage of construction to create a well-balanced tour. It was mainly a factor of travel time.

Please express our appreciation to Larry and to Alex for letting us visit their homes. Thank you for your interest in the *Green Built: Albuquerque* tour.

Sincerely,

a

T. \_\_\_\_\_ & L. \_\_\_\_\_

Albuquerque, NM

Dear T & L,

On behalf of the Sustainable Living Alliance™, the New Mexico Solar Energy Association, and the Green Building Committee of the Home Builders Association of Central New Mexico, please accept our gratitude for offering your energy efficient project for inclusion on the *Green Built Albuquerque* tour. We had a bounty of wonderful sites to choose from and truly enjoyed visiting all of them.

Your site was among those which we feel will have more value to the Tour as a completed, lived in project. We would like to invite and encourage you to nominate your site again next year and sincerely hope that you will do so.

Thank you so much for your gracious willingness to participate in *Green Built: Albuquerque*.. We look forward to hearing from you again next year!

With warm regards,

## Green Building Definitions

**Alternative building blocks** can be stacked to produce an energy efficient home. Some examples are: RASTRA, a cement block with recycled polystyrene; Faswall, a recycled wood-fiber cement block; and Hebel, an aerated cement block that is lightweight.

**Duct sealing** refers to stopping air leaks at joints, seams and other holes, especially in return ducts and plenums. The best method is to use water based latex mastic that meets UL std.181.

**Engineered wood** refers to recycled/reconstituted wood products that are laminated or “finger-jointed.” The product is typically more uniform and has superior strength. Laminated Veneer Lumber (LVL) beams are glued together from defect-free veneers to achieve longer and thicker dimensions with superior strength than is available from solid woods, with less warping and twisting. Oriented Strand Board (OSB) is a layered, mat-formed panel product made of strands, flakes or wafers sliced from small diameter, round wood logs and bonded under heat and pressure. OSB's strength comes mainly from the uninterrupted wood fiber, interweaving of the long strands or wafers, and degree of orientation of strands in the surface layers. TJI ® joists, a high-tech combination of LVL flanges made from Douglas fir or southern pine and a proprietary web material called Performance Plus®, are manufactured to resist swelling and shrinking, and feature an efficient shape that enables them to carry large loads over long spans.

**Fenestration** is skylights, roof windows, vertical windows (fixed or moveable), opaque doors, glazed doors, glass block and combinations of opaque/glazed doors.

**Greywater** is wastewater produced from baths, washers, and bathroom sinks. The wastewater generated by toilets, kitchen sinks, and dishwashers is called blackwater. Greywater can be used for irrigation purposes in some areas, although each county has different regulations.

**Harvested rainwater** is water captured from the roofs of buildings and stored in above or below ground cisterns for future use. Rainwater can be used for potable needs, irrigation, or both.

**Insulating concrete forms (ICFs)** are lightweight, rigid plastic, commonly expanded polystyrene or extruded polystyrene that are filled with concrete and remain in place to provide thermal insulation for concrete walls.

**Insulation R-value** is a measurement ranging from 1-60 that refers to the insulation's ability to resist heat flow, affected by the insulation's coverage, density, air flow near and through the insulation and water presence within the insulation.

**Low-E windows** have a low -emittance coating. The glass has microscopically thin, virtually invisible, metal or metallic oxide layers to reduce the U-factor by suppressing radiant heat flow.

**Low-and No-VOC** paints and finishes do not contain volatile organic compounds (VOCs) that outgas and lower the quality of the indoor air.

**Optimum value engineering (OVE)** refers to framing techniques that reduce the amount of lumber or other materials to build a home while maintaining the structural integrity of the building. OVE often results in lower material and labor costs and improved energy performance.

**Passive solar design** is an approach that provides heating and cooling without the use of mechanical equipment. The orientation of the building, site selection, materials, and design features allow the home to collect, store and distribute the sun's heat in winter, block the sun during the summer, and provide for air circulation and natural day lighting.

**Photovoltaics (PV)** are solar cells that absorb sunlight and convert it directly into electricity. Solar cells are very thin rectangular wafers, typically made of silicon. A four-inch silicon cell can produce about one watt of DC electricity. A number of cells form a module or a module array. The more modules, the more electricity you can produce. For homes connected to their utility grid, excess power flows back into the power lines for use elsewhere.

**Radiant barrier** is a layer of metallic foil placed on the back of roof decking or attached to the beams just below the roof to reduce heat flow from the roof into the attic and to the attic floor, thereby keeping the house cooler. To be effective, a radiant barrier must have its reflective surface face an air space, such as the space between the reflective coating and the roof decking or the attic space itself.

**Radiant floor heating** is a heating system typically consisting of liquid filled tubes that are placed in the flooring that can be heated; radiant heat can be zoned to provide heat only in the rooms that need it.

**Ridge-and-soffit venting system** is a continuous, weather-shielded opening at the peak of the roof in combination with continuous screened openings under the eaves of the house. It allows cooler air from under the eaves to enter the attic while allowing hot attic air to escape out the ridge vent at the top thereby keeping the attic cooler and dryer without the use of electric fans.

**Solar Heat Gain Coefficient (SHGC)** is the fraction of incident solar radiation admitted through a window. SHGC is expressed as a number between 0 and 1. The lower a window's SHGC, the less solar heat it transmits.

**Solar water heating** occurs through collection tubes inside an insulated box, typically mounted on the roof. The tubes absorb the sun's heat and transfer that heat to water or another liquid flowing through the tubes to heat the water used in the home.

**Straw bale construction** utilizes straw bales that are compressed, baled and tied together to form the walls of a home. The straw bales may be load bearing or infill, where a frame is incorporated to carry the structural load. Straw is a renewable material that provides excellent insulation.

**Steel framing** uses metal studs and rafters. Steel is recyclable, dimensionally stable, will not burn and is termite proof. Steel is an excellent conductor of heat and should normally only be used in building systems that include a continuous insulated covering.

**Structural insulating panels (SIPs)** consist of two exterior structural panels adhered to a rigid foam insulation core that replaces traditional framing. SIPs typically range in thickness from 4" - 12" and can be a package system with precut windows and doors.

**Xeriscaping** is landscaping that conserves water and protects the environment; utilizes native plant selection, practical turf areas, efficient irrigation, and mulches and appropriate maintenance. Also known as WaterWise landscaping.



## Welcome to *Green Built: Albuquerque*

This tour is part of the US Department of Energy's *Buildings for the 21<sup>st</sup> Century Tours* happening across the nation. The purpose of these tours is to highlight sustainable building practices that are attractive, practical and affordable today—to show that energy and resource efficient residential and commercial design and construction is just the right way to build. Homes on the tour are owned and lived in by ordinary people who believe their homes have something extraordinary to share. That is why they have opened their doors voluntarily on this day. **The Sustainable Living Alliance™ and the Alliance for Green Development wish to extend our appreciation and gratitude to all our Albuquerque neighbors welcoming visitors to *Green Built: Albuquerque*.**

**Homes in *Green Built: Albuquerque* are open only today, Saturday, May 5<sup>th</sup>, from 10 am to 4 pm.** Please extend your appreciation to these homeowners by visiting only during these hours.

*One home makes a difference!*

### Self-Directed Tour Instructions

- We encourage you to select a few of the optional sites that are of particular interest to you and plan to visit others on future tours.
- The map provides only a general overview to assist in your personal tour planning; please read carefully the specific directions to each site you select.
- Look for the Green Built Tour directional signs at key intersections.
- **Each** visitor must have a Guidebook as a ticket for entry to any building on the tour.
- Be sure to register at one of the sites you visit—this will put you on our mailing list for future tour announcements.
- It will likely be impossible to travel to all the locations in the time allotted. Please respect the privacy of the generous homeowners and visit these houses only during the public tour hours: 10 AM to 4 PM

### Sustainable Living Alliance™

PO Box 33368

Austin, TX 78764-3368

(512) 326-4636

mt4myers@aol.com

Sustainable Living Alliance™ is a consulting firm that promotes sustainable building. Our principals and affiliates are nationally known for their experience in green building, affordable housing, building performance, renewable energy, rainwater collection, and energy efficiency. We are dedicated to sustaining our environment by developing optimal building solutions that are energy and resource efficient, healthy and affordable. Principals are Michael Myers, M.S., and Kathryn Houser, M.A.

## Clean Energy for the 21<sup>st</sup> Century

Residential and commercial buildings cost us \$240 billion a year to operate, account for more than one-third of the nation's total energy use, and consume about two-thirds of the nation's electricity. It's possible today to build homes and commercial buildings that are much more energy efficient than most buildings currently being constructed, cutting energy costs significantly, often without adding to the building's price tag. The US Department of Energy's Office of Building Technologies, State and Community Programs involves the building industries and consumers in meeting this national challenge by supporting public and private sector partnerships to improve energy efficiency and increase the use of renewable energy. Energy efficient and renewable energy technologies can save home and business owners money and create more comfortable and productive buildings.

### Building America - Cost Effective and Energy Efficient Homes

America's new homes can be cost-effective to build as well as energy efficient to live in. In fact, the heating and cooling energy consumption of over 3,000 new homes constructed to date in the United States is from 30-50 percent less than that of surrounding communities with little or no impact on the cost of construction.

These homes have been constructed by the building industry through a cost-shared partnership with the Building America Program of the U.S. Department of Energy (DOE). Building America is an industry-driven program sponsored by DOE for applying systems engineering approaches that accelerate the development and adoption of innovative building processes and technologies. The goal of the program is to produce energy efficient, environmentally sensitive, affordable and adaptable residences on a community scale. The program's basic concept involves approaching a house as an integrated system of components and planning the best combination of design and engineering features that cut costs and energy use by involving at the start the entire team of architects, builders, building materials suppliers, real estate developers, utilities, and financial backers.

Designing from the ground up, energy saving strategies can be easily incorporated at little or no extra cost. Past experience led builders to believe it costs more to install energy efficient features; but now, using a systems engineering approach, they can increase the quality and performance of a home without greatly increasing its price. By taking advantage of the interaction between the building envelope and mechanical systems, builders can save money and produce more comfortable houses.

### Rebuild America – A network of Community Partnerships

Rebuild America is a program of the U.S. Department of Energy that focuses on energy savings solutions as community solutions. Working on a local level, Rebuild America helps community organizations access innovative technologies, industry services, customized assistance and a variety of business and technical tools. The program, comprised of more than 400 community-based partnerships, began with building renovation and has expanded to include renewable energy, efficient new building design, energy education, and other innovative energy and resource conservation measures. Ultimately, communities benefit from revitalized neighborhoods and main streets, improved school facilities (k-12 and universities), better low-income housing, and the positive economic impact brought by keeping local dollars at home.

DOE researches, develops and deploys clean, efficient and renewable energy technologies to help meet America's energy needs while protecting the environment and strengthening the economy. Energy technologies supported and promoted by the Department will play a key role in providing *Clean Energy for the 21<sup>st</sup> Century*.

### Energy Star- What's inside a building does matter

The Energy Star Appliance Partnership, a joint effort between DOE and EPA, encourages the production and marketing of high efficiency home appliances to reduce air pollution and energy consumption. The typical US household spends about \$1,300 on home energy bills. The use of Energy Star appliances, heating and cooling equipment and windows can reduce those bills by up to 40 percent.

For more information:

Energy Efficiency and Renewable Energy Network: [www.eren.doe.gov](http://www.eren.doe.gov) or call 800-363-3762

Building America: [www.eren.doe.gov/building\\_america](http://www.eren.doe.gov/building_america)

Rebuild America: [www.rebuild.org](http://www.rebuild.org)

Energy Star: [www.energystar.gov](http://www.energystar.gov)

# SHOES

Please either  
remove them

or

put booties  
over them.

Thank you!



April 30, 2002

Dear < Homeowner >,

Please accept the enclosed tote bag as a small token of our appreciation for your willingness to be invaded on the Earth Day Home Tour!

It was, obviously, a roaring success, and we hope you survived the day and even carried away good memories. Without neighbors like yourselves being willing to show Austinites what can be done, our city will not become the sustainable community it needs to be.

Thank you so much!

Kathryn Houser

«FirstName» «LastName»  
«Address1»  
«Address2»  
«City», «State» «PostalCode»

Dear «FirstName»,

On behalf of San Diego EarthWorks, the staff of the City of San Diego Environmental Services Department and Sustainable Living Alliance, please accept our sincere appreciation for your extreme generosity in sharing your home for the *Green Built: San Diego* tour.

We are very grateful for your willingness to open up your house for the Tour, for graciously receiving visitors throughout the day, and even tolerating a hot day. Our feedback has been overwhelmingly positive and everyone involved has claimed the day a huge success.

I know I personally overheard many a conversation using words like “inspiring,” “motivated,” and “awesome!” I am confident we achieved our goal of moving the public in the direction of sustainable architecture as the choice of the future.

Allow me to take this opportunity to express our gratitude on behalf of all the sponsors of this tour.

Thanks so much for your contribution!

With warm regards,

Your Name



**Certificate of**

# Appreciation



**Presented to:**

*Casa Verde Builders*

In recognition of your generous contribution  
to the success of the Earth Day 2002 Home Tour

\_\_\_\_\_  
M. \_\_\_\_\_, Executive Director  
BCD Society

April 20, 2002  
Date

**For more information on energy efficiency and green building, see these World Wide Web sites:**

**American Council for an Energy Efficient Economy (ACEEE)**

[www.solstice.crest.org/efficiency/aceee/index.html](http://www.solstice.crest.org/efficiency/aceee/index.html)

**American Solar Energy Society (ASES)**

[www.ases.org](http://www.ases.org)

**Austin Energy Green Building Program**

[www.greenbuilder.com/sourcebook](http://www.greenbuilder.com/sourcebook)

**Department of Energy's Energy Efficiency and Renewable Energy Network**

[www.eren.doe.gov](http://www.eren.doe.gov)

**DOE Office of Building Technology, State and Community Programs**

[www.buildingamerica.gov](http://www.buildingamerica.gov)

[www.energycodes.gov](http://www.energycodes.gov)

[www.energysavers.gov](http://www.energysavers.gov)

[www.energysmartschools.gov](http://www.energysmartschools.gov)

[www.energytools.gov](http://www.energytools.gov)

[www.highperformancebuildings.gov](http://www.highperformancebuildings.gov)

[www.rebuild.org](http://www.rebuild.org)

**Energy Foundation**

[www.ef.org](http://www.ef.org)

**EPA Energy Star Buildings**

[www.epa.gov/docs/GCDOAR/esb-home.html](http://www.epa.gov/docs/GCDOAR/esb-home.html)

**National Renewable Energy Laboratory (NREL)**

[www.nrel.gov](http://www.nrel.gov)

**Solstice: Sustainable Energy and Development Online**

[www.crest.org](http://www.crest.org)

